

SPECIAL
ISSUE

JUNE | JULY 2022

AFRICA Forbes

ELSA MAJIMBO
Comedian, Author,
Social Media Sensation

"GROWING UP,
I ALWAYS KNEW
I WOULD BE
ICONIC."

8TH ANNUAL

30 UNDER 30

THE INNOVATORS LEADING A
NEW ERA OF CHANGE IN AFRICA

www.forbesafrica.com

AN **ABN** COMPANY

South Africa ZAR 59.00 | Nigeria NGN 1,200 | Ghana GHC 15 | Kenya KES 561 | Tanzania TZS 10,230 | Uganda UGX 16,610 | Zimbabwe USD 4.95 | Mauritius MUR 143 | Botswana BWP 53 | Namibia NAD 59 | Rwanda RWF 3960 | Zambia K 79 | eSwatini SZL 59 | Malawi MWK 3,800



VISIT...

LANZAROTE
Caliente.COM



 *EKO Signature*  EKO SUITES  EKO HOTEL  EKO GARDENS

Plot 1415 Adetokunbo Ademola Street, PMB 12724
Victoria Island, Lagos, Nigeria, Tel: +23412772700-5
(ext,6124) +23414606100 -29 Fax +234 1 2704071
sales@ekohotels.com, reservation@ekohotels.com
banquet@ekohotels, www.ekohotels.com

...nesting international standards with African hospitality

SPECIAL
ISSUE

JUNE | JULY 2022

AFRICA Forbes

BRETT
LYNDALL SINGH
Pediatric Doctor In Public
Health And Founder, Alpha
And Omega MedTech

"HELPING CREATE
A DEVICE THAT
COULD MAKE A
DOCTOR'S LIFE
BETTER"

8TH ANNUAL

30 UNDER 30

THE INNOVATORS LEADING A
NEW ERA OF CHANGE IN AFRICA

10 | EDITOR'S NOTE

Renuka Methil

12 | PUBLISHER'S NOTE

Rakesh Wahi

16 | LEADERBOARD

▶ COVER STORY

**32 | The Class Of 2022:
Money And Meaning**

The FORBES AFRICA 30 Under 30 class of 2022 care about being visionaries of change and catalysts for innovation. Being on the most-anticipated list on the continent, for these young trailblazers, is not just about commerce and clout but about ensuring they represent well their countries and the diverse, heterogeneous Africa they want to serve. Celebrating its eighth edition, the list this year features the best and the brightest, but importantly, the most resilient, who have taken the time to not only shine a light on the issues plaguing Africa's growth in a pandemic era but also work towards shifting the narrative, one tiny, tenacious step at a time.

Words and Curation: Chanel Retief

FOCUS

**19 | Aliko Dangote On
\$2.5 Billion Fertilizer Plant:
'Massive Orders From The EU'**

Aliko Dangote's just-launched fertilizer plant expected to help earn Nigeria about \$5 billion in export revenue.

By Peace Hyde

**20 | Mega Congress Of World
Leaders In Africa After More
Than A Decade**

The Commonwealth Heads Of Government Meeting in Kigali is expected to be the largest in-person gathering of government businesses and civil society across the Commonwealth since the pandemic. Among those confirmed to attend are Prince Charles and Camilla, Duchess of Cornwall.

By Ridhima Shukla

24 | Cry, The Beloved Soil

How climate change-driven droughts threaten food and water security in southern Africa.

By Yeshiel Panchia



Cover Images By Ilan Godfrey For Forbes

SPECIAL
ISSUE

JUNE | JULY 2022

AFRICA

Forbes

FATIMA
BABAKURA
CEO, Timabee

“THE RIGHT
MINDSET WILL BE
THE FOUNDATION
FOR FUTURE
SUCCESS.”

8TH ANNUAL

30 UNDER 30

THE INNOVATORS LEADING A
NEW ERA OF CHANGE IN AFRICA

ENTREPRENEURS

58 | Just-In-Time Billionaire

Calendly was built out of frustration. Now the scheduling app is worth \$3 billion — and the subject of a heated Twitter spat among Silicon Valley elite.

By Amy Feldman

62 | Two's Company

Eritrean twins Feven and Helena Yohannes were born in a house made of mud, grass and sticks in a refugee camp in Africa. Today, their Los Angeles-based black-owned beauty business and cosmetics line is an Oprah favorite and during Covid-19, sales for 2.4.1 skyrocketed.

By Peace Hyde

68 | From The Ground Up

Sebastian Daniels' Ground Culture is focused on bringing township entrepreneurs into the formal economy, helping bridge the gap in Cape Town with an online store and cafés stocked with products made locally by them.

By Lillian Roberts

72 | Sharpened Sense

Yesterday's newspaper is today's pencil for Wada Kealotswe, the young innovative female entrepreneur in Botswana turning reading matter into writing tools. And she has already sold over 70,000 pencils.

By Alastair Hagger

74 | The 30-Minute Ride That Changed His Life

One of the UK's top black Britons, self-made entrepreneur Tevin Tobun of Gate Ventures charted his business journey by looking beyond the obvious and venturing into the unknown.

By Peace Hyde

TECH

80 | Countering The Dangers Of One Of The Most Recycled Materials In The World

Lead poisoning is an issue in Africa where lead acid batteries reign supreme, powering cars and generators, providing solar power storage, and even backup for cell towers during rolling blackouts. But here's how one company is transforming resources to power a more connected, sustainable world.

By Tiana Cline

CONTRARIAN

54 | Driving Power

With more demand for e-mobility options in recent times, a South African startup is now driving e-bikes as a game-changer in the delivery industry.

By Lillian Roberts



76 | The Making Of A 21-Year-Old Rwandan CEO

Yussouf Ntwali's edtech company has grown from idea to impact, changing the recruitment landscape in Rwanda.

By Ridhima Shukla



SPORT

86 | Through Peaks And Troughs

In March, Evadne Le Goff and Anita Musevenzo became the first all-women team to summit the highest mountains in South Africa's nine provinces. In the rain, in the dark, in the freezing cold on those raw, rugged mountains, the two navigated treacherous terrain, but stuck together.

By Lillian Roberts

88 | Africa's Game In Birmingham

The South African women's cricket team makes a comeback at the 2022 Commonwealth Games for the first time since 1998, and have high hopes of winning gold. We speak to one of the world's leading batters Laura Wolvaardt. Who else is making it?

By Nick Said

SPECIAL
ISSUE

JUNE | JULY 2022

Forbes

AFRICA

CARLA FRANKEL
Founder, Top Drawer
Collection

"WITH EVERY
NEGATIVE HEALTH
EXPERIENCE I
FACE, A NEW, EVEN
BETTER PRODUCT
IS BORN."

8TH ANNUAL

30 UNDER 30

THE INNOVATORS LEADING A
NEW ERA OF CHANGE IN AFRICA

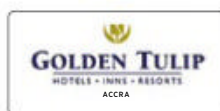


82 | A Sea Change

Zanzibar is opening up real estate for non-residents with opportunities to spur the blue economy. The spice island beckons with unspoilt beaches and new tourism bravado.

By Lillian Roberts

NOW YOU CAN ENJOY READING FORBES AFRICA AT:



DISTRIBUTORS:



Also available at additional outlets. For further information on where you can find FORBES AFRICA, please contact:

Southern Africa: sikona.cibini@abn360.com +2711 384 0502

East Africa: sherkinah.kabera@abn360.com +250 (0) 734 175 008 • **West Africa:** patrick.omitoki@abn360.com +234 1 279 8034

JOIN AZALAI HOTELS GROUP LOYALTY PROGRAM

AT WWW.AZALAI.COM AND GET
DISCOUNTS DURING YOUR NEXT STAY !

TERRA
SILVER
GOLD

-15%

DIAMOND

-25%

AMBASSADOR

-30%



Feel Africa

Abidjan - Bamako - Bissau - Cotonou - Nouakchott - Loubila
Ouagadougou and soon Dakar - Conakry - Douala - Niamey
www.azalai.com - reservation@azalahotels.com

JOIN OUR
LOYALTY
PROGRAM

nomad

AT WWW.AZALAI.COM

AZALAI®

Forbes

AFRICA

JUNE | JULY 2022 • VOLUME 12 NUMBER 3

Chairman: Zafar Siddiqi
Founder & Publisher: Rakesh Wahi
Managing Director: Roberta Naicker
Executive Director: Sid Wahi
Non-Executive Director: Sam Bhembe

MANAGING EDITOR
Renuka Methil

ART DIRECTOR
Lucy Nkosi

MULTIMEDIA JOURNALISTS
Chanel Retief
Lillian Roberts

PHOTOJOURNALIST
Yeshiel Panchia

JOURNALIST – WEST AFRICA
Peace Hyde

HEAD OF PRODUCTION
Sikona Cibini

PRODUCTION ASSISTANT
Ross Holland

BUSINESS DEVELOPMENT MANAGER – WEST AFRICA
Patrick Omitoki

ABN GROUP MANAGEMENT TEAM
Editor-in-Chief, CNBC Africa: Godfrey Mutizwa
Group Head of Technical Operations: Jean Landsberg
Head of East Africa: Denham Pons
Head of Finance: Thameshan Sooriah
Head of Content Studio: Jill De Villiers

ABN Publishing, South Africa: Ground Floor, 155 West,
155 West Street, Sandton, South Africa, 2196. Contact: +27 (0)11 384 0300
ABN Publishing, Nigeria Ltd.: Sapetro Towers, 6th Floor, East & West Wing, No 1 Adeola Odeku Street,
Victoria Island, Lagos, Nigeria. Contact: +234 (1) 279 8034 and +234 (1) 277 8236
ABN Rwanda: Rwanda Broadcasting Agency Offices, KG 7 AVE, Kacyiru, Kigali, Rwanda. Contact: +250 788 314 354

FORBES GLOBAL MEDIA HOLDINGS INC.
Chairman and Editor-in-Chief: Steve Forbes
President & CEO: Michael Federle
Chief Content Officer: Randall Lane
Design Director: Alicia Hallett-Chan
Editorial Director, International Editions: Katya Soldak
Executive Director, Forbes IP (HK) Limited, Global Branded Ventures: Peter Hung
Vice President, Global Media Ventures: Matthew Muszala
General Counsel: MariaRosa Cartolano

Founded in 1917
B. C. Forbes, Editor-in-Chief (1917-54); Malcolm S. Forbes, Editor-in-Chief (1954-90);
James W. Michaels, Editor (1961-99); William Baldwin, Editor (1999-2010)

Copyright © 2020 Forbes LLC. All rights reserved. Title is protected through
a trademark registered with the US Patent & Trademark Office.

‘FORBES AFRICA’ is published by ABN Publishing (Pty) Limited under a license agreement with
Forbes IP (HK) Ltd, 21/F, 88 Gloucester Road, Wanchai, Hong Kong
‘FORBES’ is a registered trademark used under license from FORBES IP (HK) Limited

SUBSCRIPTIONS:

For subscription rates and options, go to www.forbesafrica.com. FORBES AFRICA is available in South Africa, Namibia,
Mozambique, Zimbabwe, Zambia, Nigeria, Ghana, Senegal, Kenya, Tanzania and Uganda.
To subscribe online, change your address, or for other assistance, please visit www.isizwedistributors.co.za.
You may also write to FORBES AFRICA subscriber service, irene@isizwedistributors.co.za or call +27 (0) 65 526 9117.

Printed by
novus print
A division of Novus Holdings



South Africa | Switzerland | France



Think Twice

about your approach to philanthropy



sfora.org



‘Being African Is Their Superpower’

ONE OF THE BEST THINGS ABOUT THIS JOB is the young people you get to regularly meet, and the ideas and tips that mellifluously come from them on running a company, a country, the world.

Even if you don't meet them IRL, the surfeit of talent that pours into your inbox every day is of millennial and Gen-Z CEOs and business minds sitting somewhere in an obscure part of the African continent already making their millions and benefiting millions.

They are digital natives, yes, but what makes them superstars is not the alphabet soup-designation they are after or the glass corner office views. For a young founder operating out of a stuffy garage or a boiler room in the heart of Africa, working long days and longer nights and genuinely craving change, the only thing that matters is funding their calling to make someone else's life a wee little better.

‘Hustle’ is a word often used to describe them here, and as someone told me recently, being African is their superpower; rising above the daunting challenges of living with pluralities and problems as only they can. They have their light bulb moments even when the power grids fail and darkness suffuses them. But they aren't intimidated – this is business as usual.

“I take something ugly and make it beautiful,” said Sophia Danner-

Okotie, a Nigerian fashion entrepreneur I met in Gaborone at the Forbes Under 30 Summit Africa in April. “It takes Africans to do it with resilience. If they take the light away from us, we know what to do.”

And we desperately need them, because every single industry on the planet is undergoing tectonic technological shifts that only they can better decipher.

With this issue, the FORBES AFRICA 30 Under 30 list is turning eight. What a time to be around, capturing the nuances of progress and Afro-optimism through the ideas and stories of tomorrow's titans and billionaires who have already started the discourse on what the next 50 years will look like. And through them, the need to position Africa and contextualize its bravado in the new world order.

Often, you get the best views of Africa from the people looking from the outside in, the venture capitalists searching for the right cocktail of capital and culture. As one of the partners of a Silicon Valley firm told me at the summit: “Post-pandemic, the problems are so many in Africa that there is no better time than now to introduce the products to solve them.”

And so, FORBES AFRICA's young, spirited and talented team of curators and creatives rolled up their sleeves and dove right in to chronicle this year's honorees on their way up running scalable businesses or leading change in art, sport and health, putting them through a selection process that took hours of work. What is heartening to note in this year's cohort is that almost half the list is women; do read their stories of grit and gravitas.

The mentorships, collaborations, impact investments and sustainability concepts that will unfold with this year's talent pipeline, as they form a part of our Under 30 community and connect with past honorees, is something to look forward to. The idea is to keep running, keep pursuing.

As our cover star, Elsa Majimbo (20), the youngest member on our list this year, tells us about tenacity: “Chase that bag until it starts chasing you!” 

RENUKA METHIL,
MANAGING EDITOR

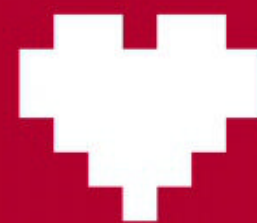
letters@abn360.com
editor@forbesafrica.com
www.forbesafrica.com



Photo by Motlabana Monnakgotla

Views expressed by commentators in this publication are not necessarily those held by FORBES AFRICA or its members of staff. All facts printed in FORBES AFRICA were confirmed as being correct at the time of going to press. Note: Dollar prices in the magazine are approximate figures and based on exchange rates at the time of going to press.

South Africa | Switzerland | France



Think Twice

about your approach to philanthropy

We bridge the gap between donors wanting to provide aid and its direct delivery to beneficiaries.

CareVoucher is an innovative digital food voucher to support hunger relief efforts in South Africa. We create a donor experience that feels like a retail experience by empowering families to choose what they essentially need.

We nudge buying behaviour towards essential goods making all donations positively impactful. Grocery store credit cannot be used to transact at LiquorStore outlets.

This is dignity through design.



sforred.org

Course Correction, Paradigm Shifts And A Profound Truth

BY RAKESH WAHI, FOUNDER AND PUBLISHER, FORBES AFRICA

THE WORLD Health Organization (WHO) stated recently that we are still in the first phase of the Covid-19 pandemic. The five stages determined by WHO are 'Pandemic, Deceleration, Control, Elimination and Eradication'. While this projection did create debate from various groups, it's complex to predict whether future mutations of the virus will be as severe as the Delta variant. Since it's hard to have any certainty regarding future mutations, it's best to err on the side of caution and remain vigilant.

I believe that these phases are not mutually exclusive. Given all the expenditure on research and vaccine development, the phases will dovetail and expedite to the elimination phase and in time, the eradication phase of the virus. What is clear is that periodic boosters and the Covid-19 vaccination certificate, like the Yellow Fever card, will be an essential part of our travel documents. Despite all the underlying risks, the optimistic human mind has momentarily conquered the fear of Covid-19 as many people have boxed the virus into the category of a flu.

It was, therefore, not surprising to see that all flights out of Dubai, a global transit hub, over the last three months had extremely high occupancy. This is good for economic recovery, particularly for the tourism and hospitality sector which



has seen a sharp resurgence in the first quarter of 2022. With lockdown behind us, we hurried to South Africa (SA) to take advantage of the interspersed windows of travel opportunity.

Johannesburg was, as always, full of action; the highlight was the in-person South Africa Investment Conference under the patronage of HE President Cyril Ramaphosa. The presentations were encouraging and the positivity in the conference rooms reassuring; it was a great time to catch up with old friends some of whom I was meeting after over two years. However, the speech that resonated the most with me was the keynote address at dinner by Dr Patrick Soon-Shiong, the South African-born scientist, entrepreneur and billionaire.

Dr Soon-Shiong's journey is well-documented and has been a lifetime in the research and development of cancer-related Abraxane and then many other ventures including his current NantHealth and NantWorks that are focused on using his vast experience and resources to find a sustainable cure for cancer. He advocated the prioritization of healthcare in Africa, specifically building cancer centers, diagnostics and manufacturing in SA and perhaps over time, other parts of Africa. Of all the projects showcased, this one would unquestionably find financial backers including the African Development Bank that could easily underwrite the venture. It has to be seen whether the SA government steps up and accords approvals for expeditious implementation as this project could be a strategic pilot project that would inspire many others to follow.

Another important message from Dr Soon-Shiong's talk was his emphasis on self-reliance, particularly in the manufacturing of vaccines and medicines. Indigenization has been talked about for many years by almost all governments but the implementation ends up in vain as vested interests and unnecessary regulatory minefields prevent the setting up of sustainable projects in Africa. In general, the continent is not short of raw materials, qualified people or money. What it lacks is research capacity, intellectual property, technology and most importantly, amidst corruption, political will and the lack of continuity and consistency in economic policy. This gap continues to foster the export of raw material to different parts of the world with no sustainable development within the continent. What is required is a paradigm change towards indigenization not because of the opportunities as they present themselves but also because of the necessity demonstrated by recent global events.

The war in Ukraine is complex and is going to change the world in more ways than any previously known conflict. Other than the unnecessary and condemnable death and destruction that has been the immediate outcome, the economic and geopolitical ramifications are going to be far-reaching. Sadly, the lesson that has been propagated from this crisis is that countries must militarily align and spend more on defence for a safer future; the truth cannot be further from this. It is undoubtedly every country's mission to defend its territorial integrity but creating a war hysteria and overspending on defence is not a sustainable solution particularly for developing countries. There is far too much at stake and nations must not fall into debt traps by

“

In general, the continent is not short of raw materials, qualified people or money. What it lacks is research capacity, intellectual property, technology and most importantly, amidst corruption, political will and the lack of continuity and consistency in economic policy.

vested interests advocating the prioritization of defence spending over economic development.

The immediate global priority is that the war must end. Looking ahead, the realignment of power blocs will be the outcome of self-interest that will drive every nation towards making choices that suit their long-term goals. In my book, *Be a Lion*, I have talked extensively about 'interdependence' and that relationships diminish in value when there is inequitable dependence. Developed nations are not vested into Africa and their interest could falter based on unpredictable external factors. How does one insulate against these risks of being left unaided in the time of need? The only answer is immediate diversification by prioritizing regional collaborations and creating greater interdependence.

Security in all its forms has to be derived from our neighbors and not from nations and allies so far removed that they have no interest in our long-term sustainability. The continent today has several economic blocs that include the Southern African Development Community (SADC), the Economic Community of West African States (ECOWAS), the Economic Community of Central African States (ECCAS), the East African Community (EAC), the Community of Sahel-Saharan States (CEN-SAD) and the Intergovernmental Authority on Development (IGAD). These blocs need to be further strengthened. In addition to these blocs are various trade partnerships, the most prominent of which is the African Continental Free Trade Area (AfCFTA) which came about in 2018 and the AfCFTA agreement is signed by 54 of the 55 African countries and ratified by 36.

AfCFTA could not have come at a better time for the African continent and has the right stated focus – “AfCFTA aims at accelerating intra-African trade and boosting Africa's trading position in the global market by

strengthening Africa's common voice and policy space in global trade negotiations."

It's now time to start implementing various proposals and building self-sufficiency. There is absolutely nothing wrong in protecting your local markets and your people by deciding what is in your long-term interest. As we build infrastructure, industries, technology, power and logistics, the priority sector focus in Africa must be food and water security. Africa has all the natural resources and an arable land mass; we must ensure that the continent is capable of feeding its population and then feeding the world. To entice the younger generation, there is a need to provide incentives and create an environment where the youth see the same value in agritech as they see in fintech.

There are other weaknesses that have emerged from the continuing war in Ukraine. The sanctions against Russia and its expected response has exposed the global supply chain vulnerability. To illustrate, the termination of Russian oil and gas supply can create significant disruption to the countries particularly in Eastern Europe. Switching suppliers is not as easy as it is being made out to be. Industries and refineries have been designed around certain raw material specifications; the cost and losses resulting from inefficiencies and medium-term supply will be catastrophic. On the Russian side, there is alienation from payment systems, credit cards, communications, logistics and just about everything, including but not limited to healthcare and food. As we condemn these acts, there are realities that we need to ponder over in the period ahead and implement plans to ensure that Africa is insulated from arbitrary actions that can cripple its development through over-reliance on external strengths.

I had the good fortune to attend a seminar organized by the Schiller Institute that focused on the new security and development architecture for all nations. The conference resonated with my beliefs for course correction and the need for a new world order. The webinar theme was around the fact that "our world is under the immediate existential threat of generalized warfare and economic destruction affecting billions of people, including the possibility of nuclear war, and thus the possible annihilation of the human species. It is therefore extremely urgent to establish a new Security and Development Architecture for all Nations, which must take into account the interest of every single nation on the planet".

Through the various messages articulated was a

“

To entice the younger generation, there is a need to provide incentives and create an environment where the youth see the same value in agritech as they see in fintech.

profound message: "Man is the only species endowed with creative reason, which distinguishes him from all other living beings. This creative capability enables him to continuously discover new principles of the physical universe, which is called scientific progress. The fact that the human mind, through an immaterial idea, is able to discover these principles, which have an effect in the material universe in the form of technological progress, proves that there is correspondence between the lawfulness of the human mind and the lawfulness of the physical universe. Seen from this perspective, the economy has nothing to do with monetary profit, but with the happiness of the people, in the sense meant by Gottfried Wilhelm Leibniz, i.e., that people are able to develop all the inherent potentials they have into a harmonious whole, and thus contribute to the best further development of mankind."

The sheer brilliance of these words will resonate with every human because more than anything else, we strive towards happiness. This was further validated by an articulate Scott Galloway who ended his webinar on 'provocative predictions' by highlighting the most common question raised to him by audiences – "Where does one see the most investable opportunity in the post-pandemic world"? His response could not have been more profound – "Invest in your relationships and in happiness". Your economic status has no bearing or value if at the end you do not have happiness or the unadulterated support of your near and dear ones.

In the words of the Dalai Lama: "Happiness is not something readymade, it comes from your own actions." If the essence of life is happiness resulting from building close relationships, then why are we losing our way? 

RWANDA IS OPEN

THE LAND OF A THOUSAND HILLS IS OPEN TO THE WORLD FOR SAFE AND SEAMLESS EXPERIENCES.

FOR EXHILIRATING
ADVENTURES AND WATER
SPORTS ON LAKE KIVU.



FOR UNFORGETTABLE CLOSE
ENCOUNTERS WITH THE
MAGNIFICENT MOUNTAIN
GORILLAS IN VOLCANOES
NATIONAL PARK.



FOR UNIQUE CULTURAL TOURISM
EXPERIENCES AND THE DISCOVERY
OF A RICH TRADITION.



**Safe
travels**

by

WORLD
TRAVEL &
TOURISM
COUNCIL

VISIT
RWANDA

START YOUR JOURNEY HERE

WWW.VISITRWANDA.COM

[@VISITRWANDA_NOW](https://twitter.com/VISITRWANDA_NOW)

WHAT'S
NEW

• FRONTRUNNER •

WHO'S
NEXT

THE ARTIST AS THE MUSE

BY LILLIAN ROBERTS

HE'S OUR MAN IN THE UNITED KINGDOM. former FORBES AFRICA 30 Under 30 lister and South African photographer and creative director Trevor Stuurman is currently featuring his first solo exhibition outside of South Africa.

The collection of self-portraits, *Trevor Stuurman: Life Through The Lens*, opened in May at Doyle Wham, a contemporary African photography gallery in the UK.

"What I'm most looking forward to is entering a new market and having a different audience to my work. I'm quite comfortable with my digital audience but having an audience within a gallery space, and the opportunities that will bring – to just have my voice and my work living, having multiple lives outside of the digital space," Stuurman says of this new personal show.

Hailing from Kimberley in South Africa's Northern Cape province, Stuurman burst onto the scene after winning the ELLE Style Reporter Search award in 2012.

He has since photographed the likes of Barack Obama, Beyoncé, Teyana Taylor, Shanelle Nyasiase, Gigi and Bella Hadid, Kendall Jenner and Imaan Hammam.

But his favorite yet? Naomi Campbell.

"I think she's such an icon and shooting her gave me so much

more confidence. She's someone who does not hold on. And she trusts. She didn't want to go through the images, she just said 'pick your favorite and let's go'. That instilled a lot of trust in me, that someone like a supermodel and an icon like herself would have so much trust in someone like me. It marked a moment in time in my life as well," says the happy lensman.

Rihanna would be a dream to photograph, he mulls. Yet another would be Trevor Noah, firstly, because they share a first name and are both South African. Stuurman loves how far Noah has come, how he breaks down an issue, whilst still giving his point of view. He's unbiased and biased, he adds.

But Stuurman has never seen himself as art, despite being a muse to many. He asked unnecessary questions while shooting for the Doyle Wham exhibition.

"It was a good exercise of self-care and self-love. So I think it's definitely a test of self-love. And a celebration of that as well," says the distinctive creator and AFDA graduate.

Another solo exhibition, *A Place Called Home*, in Johannesburg, South Africa, is ongoing in partnership with art curator Botho Project Space, until June 19.

The more Stuurman leaves home, the more he realizes the power and currency home has, his website says. **F**

NEW EBOLA OUTBREAK IN DRC

In April, the World Health Organization (WHO) began Ebola vaccinations in Mbandaka, the capital city of Equateur Province in the northwest of the Democratic Republic of the Congo, after an outbreak was declared in that area. According to WHO, this is the third outbreak in the province since 2018. At the time, 233 contacts have been identified and are being monitored and to date, two cases, both

deceased, have been confirmed since the outbreak began. The disease has currently been reported only in Mbandaka health district. "With effective vaccines at hand and the experience of the Democratic Republic of the Congo health workers in Ebola response, we can quickly change the course of this outbreak for the better," said Dr Matshidiso Moeti, the WHO Regional Director for Africa. "We are supporting the country in all the key aspects of Ebola emergency response to protect and save lives.

COVID SPIKE IN SOUTH AFRICA

According to *AP NEWS*, South Africa is experiencing a surge of new Covid-19 cases driven by two Omicron sub-variants.

South Africa is currently recording its highest surge in Covid-19 cases since January of this year, marking the escalation into a fifth wave of infections, and what some public health scientists will be the largest wave yet, *FORBES AFRICA* reported.

The National Institute of Communicable Diseases (NICD) reported daily new cases of just over 10,000

across the country in May, numbers not seen in two months, with case positivity rates – the percentage of positive cases amongst overall tests – at over 25%, with the country's busiest and most economically productive province, Gauteng, responsible for the majority of infections.

South Africa's Department of Health stated that the cumulative number of coronavirus cases identified in the country is over 3.8 million with a total of over 100,000 deaths.

**figures from May 17 2022*



BURNA BOY BREAKING BARRICADES

What was described as a mind-blowing performance at the 2022 Billboard Awards in May in Las Vegas, is also a historic one as Damini Ebunoluwa Ogulu, known professionally as Burna Boy, became

the first African artist to perform at The Grammys, Billboard Music Awards, BRIT Awards, and BET Hip Hop Awards. Notably, the Nigerian singer became the first Nigerian to headline the New York's Madison Square Garden in April this year, noted by *Rolling Stone* as having "made history tonight".



CAMEROONIAN ENVIRONMENTALIST WINS AWARD

"Determined, considerate and principled," is how activist, conservationist and feminist Cécile Ndjebet was described, honored in May as the winner of the 2022 Wangari Maathai Award in Seoul, South Korea. Decked in beautiful color, Ndjebet accepted the award with emotion and characteristic humility. The African activist sat down for an interview with *FORBES AFRICA* to discuss her history and her hopes for the future. Growing up in rural Cameroon, Ndjebet's upbringing was typical of life at the time, involving farming, with much of the hardship and labor being performed by women. With over half of Cameroon's population involved in agriculture, much of which was subsistence-based (CIA, 2020), Ndjebet had a clear, early picture of the poverty in her surroundings, as well as the impact that farming for survival was having on the local environment. Commercial logging interests by primarily foreign-owned companies also contribute heavily to deforestation and environmental destruction.

With limited opportunities available and a clear image of challenges to those around her, Ndjebet decided to take the initiative to solve problems.

It is these efforts that led to her being nominated and winning the renowned Wangari Maathai Forest Champions award, presented by the United Nations Food and Agriculture Organization.

A tearful Ndjebet accepted the award on stage: "This is a hard moment for me, but a beautiful moment for me, and for rural women," and acknowledging the direct inspiration that Maathai had on her in a brief meeting which served to inspire Ndjebet, "she explained to me her love for nature, for forests... the dangers of climate change and human responsibility."

"It is sad for me that Wangari Maathai is unable to witness this moment since she passed away so early," said Ndjebet in closing.

– By Yeshiel Panchia



FENTY COMES TO AFRICA

The African beauty industry could not contain its excitement when billionaire, Robyn Fenty, popularly known as Rihanna, announced in May that her luxury beauty and skincare brand, Fenty Beauty, has launched in different parts of Africa.



"I've been waiting for this moment!! Fenty Beauty and Fenty Skin are finally dropping in AFRICA," the music mogul announced on social media. "Botswana, Ghana, Kenya, Namibia, Nigeria, South Africa, Zambia, Zimbabwe...we coming at ya May 27th and that's just the beginning!!! #FentyAfrica."

The beauty brand launched in 2017 globally, except for Africa, which generated more than \$550 million in revenue in 2020, according to *Forbes*.

In August last year, *Forbes* estimated that Fenty is now worth \$1.7 billion, making her the wealthiest female musician in the world and second only to Oprah Winfrey as the richest female entertainer.



NIGERIAN INFLATION ACCELERATED

In April, Nigerian inflation accelerated to an eight-month high as the cost of gas and food items such as bread and cereals climbed on the back of surging global commodity prices. According to *Bloomberg*, the annual food inflation accelerated to 18.4% from 17.2% in March, the surge sent the headline rate to 16.8%.

Due to Russia's war with Ukraine, which broke out earlier this year, global food prices have climbed as disruptions on oil supplies are raising energy costs. This has impeded on Nigeria's efforts to revive the country's economy already distressed by Covid-19.

NO MORE CORRUPTION FOR GUINEA-BISSAU?



On May 16, Guinea-Bissau's President Umaro Sissoco Embalo dissolved the country's parliament, accusing deputies of corruption among other issues. According to *EuroNews*, the country has seen frequent political turmoil, with 10 coups or attempted coups since it gained independence from Portugal in 1974. In February, Embalo survived the latest failed coup

and assassination attempt. "The National People's Assembly has defended and protected, under the guise of parliamentary immunity, deputies heavily indicted for crimes of corruption, harmful administration and embezzlement," said Embalo in a statement. The statement further said that legislative elections will be held in December.

CENTRAL AFRICA'S BAN ON CRYPTO

In May, Central Africa's regional banking regulator, The Banking Commission of Central Africa (COBAC), reiterated its ban on cryptocurrencies, weeks after the Central African Republic, a member state, made bitcoin legal tender, according to *Reuters*. COBAC, which regulates the banking sector in the six-nation Economic and Monetary Community of Central Africa (CEMAC), said the prohibition was meant to ensure financial stability.



\$3 TRILLION THANKS TO THE METAVERSE

Cryptocurrencies, blockchains, and the metaverse seem to be the trending topic in both the virtual and literal world. Now a recent report by Meta, commissioned by Analysis Group, found that the metaverse is estimated to add \$3 trillion (+2.8%) to global GDP in 10 Years; the trend may grow further. The study is to continue on the potential global economic impact of the metaverse, including regional estimates for Asia Pacific; Canada; Europe; India; Latin America and the Caribbean; the Middle East, North Africa, and Turkey; Sub-Saharan Africa; and the US.

"Economic theories provide some insights into how new innovations can be expected to evolve and impact economies, but as with all innovations, it is impossible to predict all of the areas in which metaverse technologies will be used, the extent and timing of their adoption, the innovations that will be developed that build upon the metaverse, and all of their associated economic impacts," the report read.

Rihanna photo by Kevin Mazur/Getty Images for Fenty Beauty by Rihanna; Metaverse photo by Getty Images; Nigeria Photo by Getty Images; Umaro Sissoco-Embalo photo by Ali Balicci/Anadolu Agency via Getty Images; Burna Boy photo by Matt Win-kelmeyer/Getty Images for MRC

Aliko Dangote On \$2.5 Billion Fertilizer Plant: ‘Massive Orders From The EU’

Aliko Dangote's just-launched fertilizer plant expected to help earn Nigeria about \$5 billion in export revenue.

BY PEACE HYDE

IN MARCH, AFRICA'S RICHEST MAN, ALIKO DANGOTE, opened A \$2.5 billion urea and ammonia fertilizer plant in Nigeria commissioned by the country's President Muhammadu Buhari.

In an interview with FORBES AFRICA, Dangote, the president and CEO of Dangote Group, the continent's largest cement producer, says the new fertilizer plant, which has already started production, could lead to Nigeria earning about \$5 billion in export revenue.

"We are getting a huge demand from all over the world with massive orders from the European Union," says the billionaire entrepreneur, who is also opening an oil refinery, expected to be Africa's biggest with the capacity to produce 650,000 barrels per day, by the third quarter of 2022.

The war in Ukraine and the sanctions against Russia, the world's largest exporter of fertilizers, have meant disrupted global supply chains and this has ignited the price of fertilizers for Africa's small-scale farmers. Fertilizers provide healthy nutrients for crops and experts say the current impasse can stifle agricultural growth and lead to hunger on the continent.

"As they say, when Nigeria sneezes, the rest of Africa catches a cold and that is exactly what is happening. The Dangote fertilizer plant is important to Africa because with the Ukraine and Russia war, it is just a matter of months that some parts of Africa will be plunged into hunger. We need to have agricultural solutions that do not just rely on the West but rather on Africa," says Franklin Cudjoe, Founding President and Chief Executive Officer of the IMANI Centre for Policy and Education, a think tank based in Accra, Ghana, to FORBES AFRICA.

Nitrogen, potash and phosphate that are important for fertilizer manufacture also come from Russia and Ukraine. The countries' leading position stems from their influence on the gas ecosystem too. Fertilizers are a by-product of ammonia created when mixing nitrogen and hydrogen gas.

"The price of nitrogen fertilizer has skyrocketed in recent months. In Europe, we are looking at about 1,000 euros per ton. Now, if more developed economies in Europe are struggling with the cost of

“

It is just a matter of months that some parts of Africa will be plunged into hunger. We need to have agricultural solutions that do not just rely on the West but rather on Africa.

– Franklin Cudjoe, Founding President and Chief Executive Officer of IMANI Centre for Policy and Education

fertilizer, what do you think the impact on Africa will be," asks Farouk Rabi'u Mudi, President of the All Farmers Association of Nigeria (AFAN).

Dangote's fertilizer factory, located in Lekki Free Trade Zone, Lagos, sits on 500 hectares (over 1,200 acres) of land with capacity to produce three million metric tons of urea yearly. The Dangote Group's website cites the plant as Africa's largest granulated urea fertilizer complex.

The oil refinery, also at the same location, will boast 1,100kms of subsea pipeline infrastructure to handle 3 billion Standard Cubic Foot (SCF) of gas per day produced for commercial use.

Nigeria has struggled for years to diversify its economy from oil dependency to other value-added sectors. The former minister of agriculture and President of the African Development Bank (AfDB), Akinwumi Adesina, has asserted Nigeria's need to diversify its export base to a high-value market product that will pursue wealth creation and value-added manufacturing.

The commissioning of the fertilizer factory by the Dangote Group is expected to boost the investment in the sector and hopefully lead to self-sufficiency in food production for the continent. 

MEGA CONGRESS OF WORLD LEADERS IN AFRICA AFTER MORE THAN A DECADE

The Commonwealth Heads Of Government Meeting in Kigali is expected to be the largest in-person gathering of government businesses and civil society across the Commonwealth since the pandemic. Among those confirmed to attend are Prince Charles and Camilla, Duchess of Cornwall.

BY RIDHIMA SHUKLA

THE COMMONWEALTH HEADS OF Government Meeting (CHOGM) is returning to Africa after almost 15 years. The last time it was held on the continent was in Uganda in 2007. This will be the 25th edition of the biennial conference, and from June 20-25, the world's political and policy-making glitterati will head to and reunite in Rwanda's capital Kigali.

With its roots going back to the British Empire, the Commonwealth comprises of 54 member countries. To carry on multilateral dialogue between governments, the consultative and policy-making gathering will convene for the

week-long conference across six venues in the hilly East African city: at the landmark Kigali Conference Centre (pictured), the Kigali Conference and Exhibition Village, the Intare Conference Arena as also the Serena Hotel, M Hotel and Kigali Marriott Hotel.

“We are optimistic that bookings from thousands of guests will boost the tourism and hospitality sector, especially as we emerge from the Covid-19 pandemic.”

CHOGM was due to have been held in the landlocked nation in June 2020 but was postponed twice due to the Covid-19 pandemic.

Over the years, in addition to tourism, Rwanda has positioned itself as one of Africa's leading conference destinations. And the city is gearing up, as evident in the multiple road widening projects being carried out, security procedures being scaled and hospitality offerings amped up to

accommodate thousands of delegates.

The country's Minister of Foreign Affairs and International Cooperation, Vincent Biruta, tells FORBES AFRICA: “Rwanda has a track-record of hosting international events and conferences, and we are ready to host CHOGM 2022 in just a few weeks.”

The incoming traffic is expected to boost the country's hospitality and tourism sector after the last two years lost to the pandemic.

Ariella Kageruka, Acting Chief Tourism Officer of the Rwanda Development Board, says: “This will be the first and largest in-person gathering for government businesses and civil society across the Commonwealth since the Covid-19 pandemic. Rwanda's commendable Covid-19 management measures make it the best choice to host a safe event.

“CHOGM presents an opportunity to showcase Rwanda's abundant tourism offerings and share the country's conservation story. We are optimistic that bookings from thousands of guests will boost the tourism and hospitality sector, especially as we emerge from the Covid-19 pandemic.”

The 2022 edition, with the theme *Delivering a Common Future: Connecting, Innovating, Transforming*, will address some of the most critical issues facing the world today. Apart from the heads of state meetings to discuss Covid recovery, climate change, governance and law, ICT innovation and trade, the conference is also holding various forums for driving engagement among stakeholders.

“We look forward to welcoming delegations from all over the world to Kigali to exchange on the most critical issues facing the world today, and agree on actions that will help us deliver a common future,” adds Biruta.

In attendance will also be investors, entrepreneurs, and startups. Heads of governments from over 25 member countries are expected. Those confirmed to attend also include Prince Charles and Camilla, Duchess of Cornwall. 

Photo by: Renuka Methil

Mining For Growth And Prosperity: SNG GRANT THORNTON'S ENERGY

South Africa's mining industry is the backbone of the country's GDP, proving that the future of the economy lies in the energy and natural resources sector. With the mining industry being central to this sector, SNG Grant Thornton is focused on helping this industry grow and ensuring that the country can continue to reap golden treasures and prosperity.

South Africa is the largest producer of platinum and gold in the world, and the mining industry accounts for 8.2% of the country's gross domestic product (GDP).

Thus, investing in the mining industry and ensuring its functionality could be central to growing the economy.

As a 34-year-old company born out of the township, *SNG (SizweNtsalubaGobodo Grant Thornton)* is wholly committed to the prosperity of local businesses which can contribute to economic growth.

SNG was initially known as *SizweNtsaluba VSP*, but following a merger with Gobodo Incorporated, founded by the first black female Chartered Accountant in South Africa Nonkululeko Gobodo, the company soon transformed into *SizweNtsaluba-Gobodo*, becoming South Africa's largest black-owned accountancy, auditing, and consulting firm.

This wasn't the first big merger in the company's history. In 2018, *SNG* then merged with *Grant Thornton*, a global auditing, accounting, and consulting company, and effectively took over the license in South Africa.

As *SNG Grant Thornton* continued to thrive and meet new clients, it soon started to focus on the energy and natural resources space,

"It was the energy and natural resources industry that carried South Africa through the pandemic," says Yugen Pillay, National Head of Business Consulting within Advisory at *SNG Grant Thornton*.

SNG soon turned its attention to the mining industry, with a focus on providing solutions that may hinder them.

MINING FOR SUCCESS

Having worked with some of the best niche mining companies and individuals

, *SNG Grant Thornton* understands that successful businesses require an integrated operating model design.

Therefore, they've identified four areas in the mining industry that they believe, if addressed properly, can serve to benefit the business and the industry,

"Now imagine with our intervention how much more profitable they [mines] can be and if more profits are coming in, they possibly can hire more people, they can give more to them, to their communities, and it grows our South African GDP," says Pillay.

The first of the four areas identified is asset management, which Pillay acknowledges is critical when you're doing any 4IR applications, which is exactly where the world is moving towards.

SNG's strategy is to provide practical and sustainable solutions to the challenges that affect asset management.

The next area that *SNG Grant Thornton* focuses on is digital, which they believe is a central pillar in the future of the mining industry.

Now while the use of technology in place of humans may raise fears about the rising unemployment rates, Pillay points out that the more digitized the world becomes, the more opportunities for people to learn and grow.

"With a digitized industry, mundane things can be taken away, and this then allows us to train our people to do other things.

"Why can't we train our people to learn more about data? To know about how to make decisions using digital tools?"

The next is ESG (Environmental, Social, and Governance). *SNG* understands the importance of ESG, especially with the changing climate and the mining industry's impact on the environment.

Not only is *SNG* focused on collaborating



Yugen Pillay,
National Head
of Business
Consulting

with mines that will ensure the protection of the environment where they are located, they also view climate change as an opportunity to explore better ways of energy consumption.

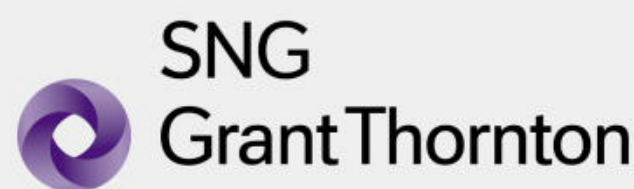
HIDDEN TREASURES

Despite the treasures that you may find underground, *SNG* understands that there's no better value to a company than the people involved, which is why the final area they focus on is people.

"The people agenda needs to start with the organization strategy. You need to make sure that there's a culture of caring," says Pillay.

SNG believes that you should be able to invest in people in such a way that's going to be better for them so that they can learn more skills and grow as individuals, which in turn, can benefit the organization.

"You want employees to create this culture of health and safety and create this culture where yes, we can do bigger and better things together," concludes Pillay.



DELOITTE SEEKS TO IMPACT 20 MILLION AFRICAN LIVES



(Left-Right) Gugulethu Mfuphi (Moderator), Prof. Mamokgethi Phakeng (Vice-Chancellor, University of Cape Town), Anne Muraya (Managing Partner for Responsible Business and Public Policy, Deloitte Africa), Dr. Obiageli Ezekwesili (Founder & CEO of Human Capital Africa)

Africa grapples with huge disparities in education as a result of income inequality, lack of proper facilities and quality educators which have been further exacerbated by the Covid-19 pandemic. The factors mentioned above are caused by geo-political instability and humanitarian crises such as armed conflicts, food insecurity and disease outbreaks.

According to Zipporah Musau from Africa Renewal, only 30 to 50% of high-school-aged children are attending school, while only 7 to 23% of tertiary-school-aged youth are enrolled. The future of these young people is in jeopardy as they cannot fulfil their aspirations or reach their potential because they are unable to access opportunities (such as education, skills, and training). Corporations around the globe recognise the role that they can

play in solving these socio-economic challenges in the communities they operate in. Professional services firm, Deloitte Africa, has positioned itself to be a significant player in this role.

Africa is predicted to be home to the largest workforce in the world by 2040. This presents a goldmine for the African population to provide a significant share of the global economic output. Without a doubt, it is imperative for Africa to position itself by preparing its future workforce with relevant skills and quality education aligned to the future of work.

Deloitte is cognisant of the power that lies in partnerships and ecosystems, and the collective impact the firm and key stakeholders can make. It is with this in mind that Deloitte Global launched the WorldClass initiative to impact millions

of lives through leveraging its capabilities, networks and resources.

The Deloitte WorldClass initiative seeks to impact 100 million lives globally and 20 million lives in Africa by 2030. The areas of focus in Africa are Education, Entrepreneurship and Agriculture.

Anne Muraya, Executive Leader of the programme, (Deloitte East Africa CEO effective 1 June 2022), says that through WorldClass, Deloitte supports the implementation of the United Nations Sustainable Development Goals of quality education, decent work and economic growth as well as reduced inequalities.

The education arm of WorldClass seeks to democratise education through improving management and governance of schools and partnering with innovators who are developing technology platforms to enable equitable access to quality education at scale.

The onset of the pandemic disrupted the delivery of education as we had been accustomed, presenting an opportunity to rethink delivery of education while grappling with the pre-existing challenges within the education sector. To elevate its efforts in advancing the education agenda, Deloitte in partnership with the World Economic Forum, launched the WorldClass Uplink Education challenge in 2021.

Educators, entrepreneurs, and innovators were invited to submit solutions that would support access to quality education, investing in teachers and 4IR focused skills across Africa, South East Asia, India and Australia.

On the back of this, Deloitte Africa

held an event under the theme Education Reimagined towards the end of the first quarter of 2022. The WorldClass event brought together like-minded organisations, key stakeholders in the education ecosystem and Deloitte Africa to engage with a common goal of reimagining the delivery of education for the African child.

The event was graced by esteemed educationists in Professor Mamokgethi Phakeng, the Vice Chancellor for the University of Cape Town; Dr Obiageli Ezekwesili, the former education minister of Nigeria and currently the CEO and Founder of Human Capital Africa; as well as John Dutton, the head of Uplink at the World Economic Forum. In addition, the four African winners from the challenge were selected as part of the inaugural cohort of the top 12 innovators globally to scale their models.

THE INNOVATORS INCLUDE:

Robert Paddock, co-founder with Professor Phakeng of the UCT online High School. The school delivers quality education into any space where learners have connectivity, community-based schools through the micro school concept leverag-

ing the approved South African curriculum by converting any suitable space into a school and lastly, free access to accredited content to any student in South Africa and beyond. Paddock highlights that the UCT Online High School would reduce the investment on physical infrastructure, which is often school buildings that serve no other purpose outside of schooling times and are therefore underutilised.

Dr Sidy Ndao, the founder of the Pan African Robotics Competition (PARC) based in Senegal who focuses on STEM education particularly in programming, robotics and coding to upskill students across 33 African countries.

Job Oyebisi, based in Nigeria, is the founder of StanLab, a 3D virtual science laboratory that can be accessed both online and offline, enabling access to science labs to schools that cannot afford the costs of establishing and maintaining a physical science lab.

Shaun Benjamin has developed It'sLearnable, an interactive platform for teachers,

“

Business can only thrive if society thrives, and society can only thrive if business does its part to solve society's challenges. Purpose is imperative to the success of any organisation and our continent at large.

– Deloitte Africa CEO
Ruwayda Redfearn

students and parents. It enables teachers to create lessons for students leveraging various sources whilst giving students and parents an opportunity to track learner outcomes.

A common thread among the innovators is their entrepreneurial streak. Each innovator developed their solutions in response to a challenge they experienced personally or witnessed in their countries - be it access to quality education or lack of facilities leveraging technology to improve learner outcomes across the continent.

The World Economic Forum, through its Uplink open innovation platform connects entrepreneurs to a global ecosystem of funders and partners such as Deloitte, who are critical in assisting the innovators to commercialise and scale their solutions. The four innovators are recipients of financial support and pro bono professional services from Deloitte.

Africa has a long journey to traverse in truly transforming lives and shaping its future. It cannot solve for its societal challenges in silos. Initiatives such as Deloitte WorldClass will spark the necessary collaborations to solve for equitable access to quality education. We all have a role to play through collaborating to shape the future of the continent.



(Left-Right) Dr. Sidy Ndao (Founder, Pan-African Robotics Competition (PARC)); Shaun Benjamin (Co-founder, It'sLearnable); Robert Paddock (Co-founder, UCT Online High School); Job Oyebisi (Founder, StanLab); Invo Chami (Chief of Staff, Office of the CEO, Deloitte East Africa)



Cry, **The** Beloved Soil

A dried-up farm dam during the drought in Durbanville, Western Cape, South Africa

How climate change-driven droughts threaten food and water security in southern Africa.

BY YESHIEL PANCHIA

SOUTH AFRICA'S NORTHERN CAPE PROVINCE seems to stretch endlessly, the largest in the country at almost 400,000sqkm. Relatively flat land gives way to farm after farm, with maize, sheep and cattle amongst thousands of plants and livestock under yield. Responsible for 12% of the country's food production (StatsSA, 2020), the region has been increasingly struggling to deal with the impact of climate change, with dire consequences to food security projected in the future. Similar scenes are visible across the country's major agricultural provinces of the Free State and Gauteng.

Mean annual temperatures in the region – and indeed across the country – have been increasing at 1.5 times the global average. Coupled with reductions in annual rainfall and shifts in seasonal rainfall patterns, the future of South African agriculture has many environmentalists and farmers concerned with how they will be able to put food on the country's table.

While global awareness of climate change has accelerated dramatically since the early alarm bells of the 1970s, global action has yet to match the detrimental effects that human endeavors have wrought upon the world. Wealthy nations of the global north have

strived – and often failed to meet climate agreements. The African continent, like much of the developing world, has reaped the least benefit of industrialization, but will likely bear some of the most damaging brunt of the effects of climate change.

Africa, and particularly southern Africa's increased vulnerability to climate change, has been noted for several years, with the Intergovernmental Panel on Climate Change (IPCC) stating in 2018: "New studies confirm that Africa is one of the most vulnerable continents to climate variability and change because of multiple stresses and low adaptive capacity... Some adaptation to current climate variability is taking place; however, this may be insufficient for future changes in climate."

However, over time, the warnings are simply becoming more dire. The most recent IPCC report landed without much fanfare, arriving as it did four days after the Russian invasion of Ukraine. However, the conclusions the report painted could not be more urgent, with food security being one of the greatest challenges identified.

"Maize-based systems, particularly in southern Africa, are among the most vulnerable to climate change... with yield losses for South Africa and Zimbabwe in excess of 30%."

Photo by Getty Images

BECTON DICKINSON, A TOP EMPLOYER



BD is one of the largest global medical technology companies in the world and is advancing the world of health by improving medical discovery, diagnostics and the delivery of care. The company develops innovative technology, services and solutions that help advance both clinical therapy for patients and clinical process for health care providers. BD has 75,000 employees and a presence in virtually every country around the world to address some of the most challenging global health issues. BD helps customers enhance outcomes, lower costs, increase efficiencies, improve safety, and expand access to health care. bd.com

BD IN AFRICA

With a prominent footprint across the continent, BD touches many patients in Africa. It engages with

public, private, and non-profit sectors to address pertinent public health issues including the COVID-19 pandemic, tuberculosis, cancer, and HIV. Together with partners, BD expands access to healthcare through our innovative solutions which assist healthcare providers to increase efficiencies, strengthen safety practices and improve health outcomes.

In Africa, BD provides life-changing products to customers and their patients across all our segments – Medical, Life Sciences and Interventional. In Africa, we have offices in four locations; our Africa HQ is in Johannesburg, and we have offices in Nairobi, Kenya; Accra, Ghana; and Lusaka, Zambia. In addition to the offices, we also have field-based associates ensuring our customer across the continent have all the support they need.

BD Africa is proud to have been certified as a Top Employer in Africa for the 8th year in a row. In addition, we have also received the same rec-

ognition at country level - in Kenya, Ghana, Zambia, and South Africa. As a certified Top Employer, we have the honor of showcasing our Certification Seal with pride. This seal serves as a reminder that we are a part of a global community of forward-thinking organisations that continue to strive for only the best people practices, and this seal further cements our commitment to optimising and improving our business performance.

If you are interested in joining one of the top medical devices organizations that is made for what is next in health, visit our careers site and explore a world of opportunities.

Please visit: <https://emea.jobs.bd.com/africa>





SANTIAGO EIMAND (15) pats a Brahmin cow that is part of the herd his father minds near Windhoek, Namibia, July 8 2019. Due to the ongoing drought, many animals are currently being culled and herds decimated due to a lack of available grazing

Professor of Climatology and lead author of the recent IPCC working group report, Professor Francois Engelbrecht, puts the situation bluntly to **FORBES AFRICA**: “Part of our job is to consider the worst-case scenarios. If we reach a global increase of 3°C, both the maize crop and the cattle industry in southern Africa are likely to collapse, due to the combined workings of more frequent droughts and heatwaves of unprecedented intensity and duration. This is the single-biggest risk for South Africa at the moment in terms of climate change, and in the next decade, this risk will keep on growing.”

Mouths to feed

The crux of the threat to southern African food security rests on several challenges; decreases in arable land due to climate change, reduction in or shifts in rainfall, radical population increases and extreme weather events.

The African continent’s population is amongst the fastest-expanding in the world, with the United Nations estimating that 1.68 billion persons will reside on the continent by 2030, the largest relative increase in population size in the world during that time period (UN, 2015).

Martin K van Ittersum et al (2016) in ‘Can sub-Saharan Africa feed itself?’ state: “Indeed, SSA (sub-Saharan Africa) is the region at greatest food security risk because by 2050 its population will increase 2.5-fold and demand for cereals approximately triple, whereas current levels of cereal consumption already depend on substantial imports. At issue is whether SSA can meet this vast increase in cereal demand without greater reliance on cereal imports or major expansion of agricultural area and associated biodiversity loss and greenhouse gas emissions.”

While South Africa is technically food secure at a national level – meaning that the level of food produced is technically sufficient to match the needs of its population – the distribution of resources is not equal, rendering some one in five households’ food insecure (StatsSA, 2017). How these households will be able to cope with rising costs and increasing population numbers is a major concern. South Africa’s own population growth is expected to reach between

65 and 67 million people by 2030 (UN, 2019), increasing the need for secure and resilient food production.

Resolution of food insecurity via reducing inequality is a mammoth task in its own right, with farming numbers illustrating that commercial farm numbers have remained static since around 2007, while yields due to technological innovation, which allowed commercial farms to increase income 288% from 2007 to 2017, but mixed and subsistence level farming overall had decreased, indicating that farms are increasingly being run and managed by large-scale organizations and consortiums (StatsSA, 2017).

Arable land reduction

On what land the farming of the future will be able to take place on is anybody’s guess. The World Wide Fund for Nature (WWF 2017) reports that only 12% of South Africa’s land is suitable for the production of rain-fed crops. With much more land available for grazing, it is no surprise that the largest agricultural sector in the country is livestock farming, making up some 80% of agricultural land use (Business Wire, 2020).

While that may seem like an effective application of available land, land requirements for food (or LRF) varies widely with application. LRF can be understood in simple terms as the bang-for-your-buck in terms of caloric production for a given amount of agricultural land, and livestock production and animal husbandry rank poorly on this scale in comparison to crop farming, and the land requirements for animal products being identified as one of the largest consumers of agricultural land, leaving the country at increased risk.

Corresponding to shrinking land availability of arable land is a decline in agricultural activity in subsistence and household agricultural activities overall. Commercial farm numbers seem to have remained steady over the last decade (StatsSA), but rural households have seen a massive abandonment of farming, with over half a million abandoning the activity from just 2011 to 2016 (StatsSA 2017). While these shifts are driven by a multitude of factors such as increased urbanization and variation in economic activities, it also represents a larger reliance on food imports and mass production for food security.

The cup runneth dry

“If you want a moment in time that is empirically defined, you can say that in 2002 we became a fundamentally water-constrained economy,” says Professor Anthony Turton, environmentalist and water scientist to **FORBES AFRICA**. “From that moment onwards, we were no longer able to mobilize the amount of water needed to maintain national food security and economic integrity.”

South Africa is classified as a water scarce nation, and its ongoing water security has been under threat for some time, challenging both urban and rural life. Drought, ailing water infrastructure and reduced or shifting seasonal rainfall have dovetailed to create a looming water crisis that threatens both the ability of farms to produce sufficient food as well as water to provide for normal functioning in urban centers.

Photo by Yeshiel Panchia

Technology Is Fueling The Next Decade Of Social And Economic Growth Across Emerging Africa

In an era of intense business change and rapid technology shifts, organizations across Emerging Africa are focused on transforming their IT infrastructure, that enables them to compete in a hyper-digital world. In this region, the ICT sector is poised for success like no other, with the tremendous push for digital transformation coming from governments, with the end goal of improving citizen experiences and fueling economic growth. Today, my conversations with our customers and partners across the region are centered around one common theme – how to transform for the long term.

1. The dawn of the next data decade in Emerging Africa

Data is the new currency – and companies want and need to embrace transformation across their operations, business applications and processes and extract maximum value from data/ But organizations are struggling to ensure the right data is moving to the right place at the right time. We're seeing CIOs making data visibility a top IT imperative because after all, data is what makes innovation spin. We're also seeing organizations accelerate their digital transformation by simplifying and automating their IT infrastructure and consolidating systems and services that enable more control and clarity.

2. Data security is a key element of digital transformation success

Digital transformation requires a resilient cyber foundation to ensure security and trust. In fact, the 2020 KnowBe4 African Report which examines the state of cyber security across countries in Emerging Afri-

ca, found that 52% of audiences surveyed, don't know what ransomware is. This is troubling given the financial losses that ransomware attacks are known to cause to both people and businesses. In countries across Emerging Africa such as Morocco, Algeria, Nigeria and more, governments have already developed national cybersecurity strategies to protect their citizens, businesses, and critical infrastructure against these risks. A robust recovery strategy is a critical element in getting a company back on track. Organizations, hence, need to consider recovery as a vital part of their overall risk management strategy.

3. From edge to core to cloud – simplifying IT will drive business success

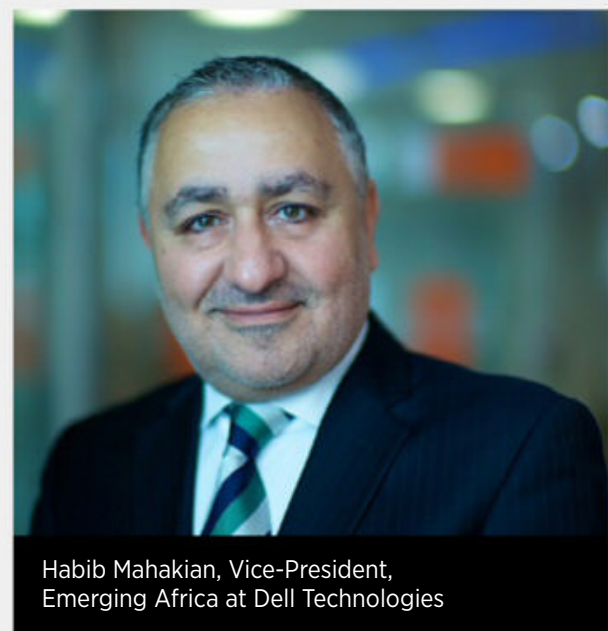
Choice, flexibility, investment protection, technology that's designed for today and the future – organizations are increasingly looking for a connected ecosystem of IT infrastructure that can enable real transformation across their business. Moreover, for many, the increasingly diverse cloud landscape is resulting in an enormous amount of IT complexity and having a multi-cloud strategy will be the way forward.

4. Intelligent PCs will make work and play more seamless, intelligent and enjoyable:

As people adapt to hybrid remote working models, technology will continue to evolve as well. We're seeing a combination of Artificial Intelligence, cloud and improved connectivity merge to improve user experiences with devices.

5. Connectivity and digital skills development

Africa's geographic complexity, a growing tech-savvy, youth demographic are



Habib Mahakian, Vice-President,
Emerging Africa at Dell Technologies

all critical factors in driving digital inclusion. Governments are embracing the importance of universal access and the role of technology as an enabler of a more equal society. From supporting eGovernment strategies, to assisting telehealth infrastructure and investing in the digital transformation of banking and education, connective technologies will support the roll-out of digital services, keeping organizations, businesses and public sector services operating efficiently. And as a growing number of students are exploring careers in computer science, we are also seeing a large, untapped pool of talent who want to pursue careers in ICT.

To conclude:

Since the pandemic began, it's been clear that technology led innovation has been a key contributing factor to sustaining some of our most vital sectors. If harnessed effectively, tech will continue to lead Emerging Africa's efforts to 'build back better' for the long-term.



JOEL SIMONE (27)

sits for a portrait with his male herding dog Sally as they mind their sheep near Windhoek, Namibia, July 8 2019. With the country in its fifth year of devastating drought, farmers like Joel are seeking other work and hunting small game to supplement their income

have been identified as the wet season – where plants would ideally be sown – trending towards beginning later in the year and overall providing less rainfall than previous years, all of which negatively impacts crop yield. (The Conversation, 2020)

As Turton highlights, it is these areas that are most at risk. “These are the important phenomena that are unquestionably at play...” continues Turton. “... seasonal shifts in rainfall patterns... meant that areas that rely on spring rainfall for maize reduction were severely impacted.”

Both urban and agricultural industry and economic operation are fundamentally water-reliant, and scientists such as Turton and the Council of Scientific & Industrial Research (CSIR) took data from the National Water Resource working report from 2002 to model the future of South Africa’s water needs.

“What we tried to do then was we tried to project into the future as best we could, and we determined that by 2030 to 2035, we would need about 63 billion cubic waters per annum...” says Turton. “We can do one of two things really; we can get more water or we can use each unit of water more than once.”

Direct volume of rainfall in South Africa has been highly variable through much of the country’s history and is not seen as a particularly useful indicator in and of itself. However, overall rain days in the country have been decreasing, with an increased tendency toward region-specific droughts and extreme rainfall-related weather events, and it’s this that has caused the greatest challenges for the agriculture industry.

Namibia sits on the North-Western border of South Africa, and there is both geographical and agricultural overlap between the two regions, with farmers working similar crops on similar land. In 2019, Namibia experienced the worst drought in almost a century, with hundreds of thousands of livestock deaths and crop failures, the drought drove almost a third of the country without adequate food supplies (2019, Shikangalah).

South Africa’s Northern Cape province indeed followed suit in early 2020, officially being declared a disaster zone and almost \$19 million being allocated by government for emergency drought relief. It was not enough to combat the multi-year effects of a drought that had been on-and-off in the province for almost eight years, primarily driven by the El Niño effect or warming of the Pacific Ocean waters. These massively damaging droughts had the expected impacts further down the supply chain.

Field crops such as maize, soya beans and wheat are the predominant products for ensuring food security, given that they allow a higher LRF than animal products. However, almost 80% of all field crops are planted on non-irrigated lands, meaning that they are not irrigated, and that their yields are entirely dependent on rainfall conditions.

Trends identified in seasonal changes are critical to the agricultural sector, and

Both food supply and prices suffered accordingly, with major spikes in the price index of maize immediately after droughts in 2016 and 2020. The impact on maize production was so severe that in 2015, South Africa began to import maize in large quantities for the first time (GrainSA, 2015), with almost nothing imported before 2013. The commercial and subsistence livestock sectors were similarly affected, with an overall decline estimated at 8.4% in commercial agricultural productivity (Lottering, 2020) and an average loss of subsistence farmers of between 29% and 43% of their herds (Vetter, Goodall, Alcock 2020).

Food price inflation increased correspondingly, with the largest increases coming after droughts in 2009 and 2016, surging to almost 15% (Trading Economics, 2022), which harshly affected both commercial food producers and consumers.

However, it is not just commercial enterprise that suffers the effects of drought. Almost 15% of all households in South Africa engage in some form of subsistence agricultural activity, producing fruits, vegetables and managing both livestock and poultry (StatsSA, 2017) – they too were not spared the impact of droughts.

“Our biggest problem as peasant farmers in this area over the years has been continuous dryness, heatwaves, and less rainfall. As you can see, we depend on rainfall in our farms. Our farm production depends on rainfall. Most of our crops wither, damaged (dry) due to severe sunshine or high temperature (humidity). We sometimes do not get anything from what we planted, absolutely nothing to harvest from these

Photo by Yeshiel Panchia

crops. We do not have irrigation facilities which we can use to get water from the river. Hunger is a common problem here. Because of drought in our community, farming is no longer attractive, especially to the youth,” said one 54-year-old farmer interviewed by researchers in 2021 (Novienyo, Laura & Simatele, Mulala, 2021).

Urban centers are not invulnerable to the impact of droughts either, with the 2017 drought crippling the city of Cape Town, having suffered severely low rainfall for almost three years. With dam levels supplying the city dropping to between 15% and 30% of capacity, the city was forced to implement severe water restrictions and reduce overall consumption by over half.

Urban water security is almost equal in importance to ongoing food security as is agricultural food production, as the fundamental logistics and economic activities of the supply chain that provides the access component of food security is often urban centered.

One such example would be South Africa’s economic hub of Gauteng suffering a similar challenge to that of the Cape Town, experiencing its own ‘day zero’ drought.

“During the last major El Niño event, we had a four-year drought that ended in September of 2016. In Gauteng for example, [during that drought], the Vaal Dam, which supplies around 50% of Johannesburg’s water, dropped below 25%. If you speak to Rand Water, they’ll tell

you that if the water level drops below 20%, for water quality and engineering reasons, the dam will no longer be able to supply water,” says Engelbrecht.

This would likely bring much of the economic activity within the province to a standstill, and would also mean that resources and logistics ordinarily geared toward normal business operations and even food transports would have to shift to focus on dealing with water challenges.

“A human being can survive on two liters of water a day – that’s all you need for a person’s life,” says Turton. “If you want to wash your clothes and produce food properly and garden then you need 200 liters of water per day,” he continues. “If you want to have a person on a healthy diet of 2,000 calories a day per person that goes to 2,000 liters, that’s an order of magnitude jump. This is where the invisible water, the water that enables the economy and the energy and food we produce and goods and services – known as virtual water, the economic enabler, that’s the critical thing.”

Supply chain and what we waste

Broadly summated as the process of how food ends up on the table, the food supply chain includes the production, processing, distribution, consumption and disposal. While the direct impacts being felt by climate change are primarily felt by the production and processing aspects of



JSE Private Placements

Introducing a new platform that nurtures your business prosperity

The JSE has developed a new digitally efficient platform that connects your business with investors that can turn your blueprint into a reality.

JSE Private Placements streamlines the capital raising process by providing investment opportunities using next generation fintech.

let's connect

JSE | PRIVATE PLACEMENTS

www.jseprivateplacements.co.za

Authorised FSP - FSP No. 51709



powered by globacap

the chain, and the consumption most affected by population growth, aspects of processing and disposal are as crucial to the overall food security for the country.

And here, South Africa could increase its overall food security by an order of magnitude dealing with current challenges; research by the CSIR last year indicates that South Africa wastes the equivalent of 45% of the total available food supply in the country, a staggering 10 million tons of food annually.

The majority of the waste occurs at early stages of production and handling, with much of the remainder being due to processing and packaging, with the smallest amount of waste happening at the consumer level. Much of the wastage is due to perceptions around the desire of consumers – most middle-class consumers expect to see round tomatoes, vegetables that conform in size, and this challenge is further managed by packaging, whereby consistency in size and form of products is much simpler to transport, package and present for sale.

While these demands are sensible, the scale of the wastage is enormous, with some of the waste being diverted toward animal feed, but the vast majority ending up in landfills. In a country where almost 10 million people go hungry every week, this is tragic for the distribution and sustainability of the food security supply chain.

Major retailers have become signatories to the Consumer Goods Council of South Africa's food loss and waste voluntary agreement, which aims to set compliance guidelines and training to reduce wastage at the retailer level, training staff on refrigeration best practices, surplus food donations and streamlining the overall food management process.

Food supply is heavily reliant on supply chain integrity, and South Africa has risks to both the efficiency of its supply chain and socio-political threats to the supply chain management.

Unrest in July of 2021 across the provinces of Gauteng and KwaZulu-Natal in South Africa led to widespread looting and obstruction of major supply routes such as the N3 highway, which led to food shortages across large areas in the country, with queues forming outside grocery stores for basic goods and many goods being spoiled as they were unable to be transported.

Similarly, fuel supply and prices affect food security for the majority of South African households, with year-on-year food inflation at 6.7%, outstripping headline inflation at 5.9% (StatsSA).

Resilience

While the frequency of subsistence farming provides a vector of risk to food security, it may too be its saving grace. With food expenditures approaching 40% in lower income households in South Africa (GrainSA, 2020), some researchers posit that increased subsistence farming can be a protective factor against general food insecurity.

Subsistence farming and smallholder agriculture have been shown

“

If you want a moment in time that is empirically defined, you can say that in 2002 we became a fundamentally water constrained economy.”

– Professor Anthony Turton, Environmentalist And Water Scientist

to provide some degree of a protective effect against food price inflation specifically, which improves overall food security in these demographics. However, the way that this is occurring is in parallel and indeed in response to rising food prices, with the number of households engaging in agriculture declining but the number of households engaging in subsistence production to supplement their food purchases rising alongside it (Baiphethi & Jacobs, 2009).

Technology and historicity are both being applied to examine alternate sources of food for the future of the continent, with pioneering efforts in meat alternative and

lab-grown meat supplies highlighted as possible protective factors against food insecurity in the future.

One such company profiled previously in FORBES AFRICA is Mzansi Meat Co, which is pioneering the creation of cultivated meat on the African continent, in line with global market efforts to provide ecologically sustainable meat-based proteins. Mzansi recently unveiled a taster of their first cultivated-beef patty at an event in Cape Town. The partial motivation for the founding of the company itself was to improve global food security and sustainability, says Co-Founder Brett Thompson to FORBES AFRICA.

“... looking to the rest of the continent, we've got a billion people coming in, who are going to be here in our lifetime, the next 20 years...” says Thompson. “How do we feed these people? We want to be a part of that.”

Initiatives at the policy level are also being examined, both in South Africa and on the continent, with the Department of Agriculture, Forestry and Fisheries outlining a National Policy on Food and Nutrition Security working document in 2013, which identified the impact of climate change on food production, as well as disparities in food supply distribution and supply chain wastage. The document is largely in line with the United Nations Food and Agriculture Organization's recommendations at the time, however with no working documents released since then, government has not provided a policy update nor highlighted any clear efforts in state speeches.

Conclusion

The bell is being rung worldwide for climate change, but the ripple effects will be felt with great impact from the commercial farms of South Africa's Free State province, to the subsistence farms in KwaZulu-Natal and the restricted taps of major economic hubs of Johannesburg, Cape Town and beyond. However, innovations in land use and food production do have the ability to moderate and even overcome the obstacles offered to food security in a world turned upside down by climate change.

The proof of this will be in the basics – as they say – “the meat and potatoes”. 

DID SMARTPHONES JUST GET EVEN SMARTER?

The Galaxy S22 Series may just have the answer.



Our smartphones have become ubiquitous technologies that are an empowering part of our everyday lives from work, play to everywhere in between. This is why the release of Samsung's latest flagship devices; the Galaxy S22 Series is noteworthy in every way. Replete with the innovations everyone from business users to content creators will appreciate, it introduces Galaxy's most intelligent camera yet, superfast connectivity, long-lasting batteries (up to 2 days), Intuitive A.I technology - innovative new ways to share to make your mobile experience better and easier. When it comes to creating, viewing, and connecting with video, the Galaxy S22 Series delivers in illuminating new ways. Impressively, for the first time in the S series, Galaxy's signature S Pen comes built-in so you can write and draw on Galaxy S22 Ultra's expansive screen and enjoy a more realistic pen-to-paper feel. Galaxy Note fans will undeniably take notice of the merging of technologies - designed for seamless hyper-productivity.

Because many people don't just expect their smartphones to do a lot, they need their smartphones to do it all, the choice

between the Galaxy S22, Galaxy S22+ or the Galaxy S22 Ultra are captivating. Here are the Galaxy S22 Series choices designed to seamlessly integrate our work and personal lives.

For those who want devices that fuel creativity and self-expression, Galaxy S22 and Galaxy S22+ are built to make every moment epic, with dynamic cameras, enhanced image processing and large bright displays. If you want to shoot incredible videos wherever you are - day or night, Galaxy S22/S22+ delivers Samsung's best A.I camera experiences yet. You can look forward to smoother, clearer night-time video and photos, to take your cre-

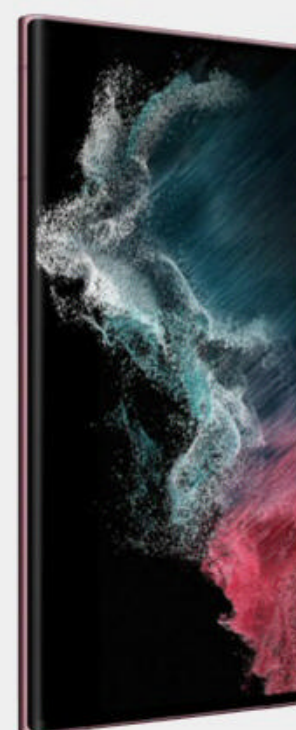
ativity to another level, starting with your smartphone camera. For the first time in Samsung's smartphone history, you can also experience super-responsive performance with Samsung's latest 4nm processor. Paired with enhanced 5G capabilities, you can game, stream and work across all your favourite apps with incredible ease. And those experiences are made even better with long-lasting batteries that will power you through more than a day on a single charge.

THE GALAXY S22 ULTRA, is the ultimate premium Galaxy phone that offers an entirely new Galaxy mobile experience - redefining what a smartphone can do. It represents the absolute best of the best in the Galaxy S line-up. This is a trailblazing device that breaks the rules of mobile innovation, a powerhouse encased in the same striking, simple design many love from Galaxy Note. It's also quintessentially S series, with a next-generation pro-grade camera and viewing capabilities. Utterly captivating, Galaxy S22 Ultra's camera ensures you get the best possible Galaxy

images and video, whether conferencing for work, watching movies or staying connected to loved ones. Samsung's most powerful Galaxy yet offers the best performance and speed of any Galaxy smartphone. Its expansive and bright display represents mobile technology at its best and is most visually stunning. And with 45W superfast charging, Galaxy S22 Ultra is a device that truly keeps you connected anywhere. It unlocks revolutionary mobile experiences.

With convenience and versatility in mind, the entire Galaxy S22 Series is built with seamless connection to the Galaxy ecosystem of experiences for your tablet, wearables, PC, and more. Importantly, with security and privacy a concern for many, you get peace of mind with pioneering security - with Samsung Knox Vault aimed at isolating and helping to protect your most sensitive data. These measures, along with ongoing Android security updates, will undeniably appeal to business users, as well as everyone who wants a safe, secure and seamlessly connected smartphone experience.

What you can now do with a smartphone is extraordinary. The Galaxy S22 Series may just be one of your smartest decisions yet.



THE CLASS OF 2022: MONEY AND MEANING

THE FORBES AFRICA 30 UNDER 30 CLASS OF 2022 CARE ABOUT BEING VISIONARIES OF CHANGE AND CATALYSTS FOR INNOVATION. BEING ON THE MOST-ANTICIPATED LIST ON THE CONTINENT, FOR THESE YOUNG TRAILBLAZERS, IS NOT JUST ABOUT COMMERCE AND CLOUT BUT ABOUT ENSURING THEY REPRESENT WELL THEIR COUNTRIES AND THE DIVERSE, HETEROGENEOUS AFRICA THEY WANT TO SERVE. CELEBRATING ITS EIGHTH EDITION, THE LIST THIS YEAR FEATURES THE BEST AND THE BRIGHTEST, BUT IMPORTANTLY, THE MOST RESILIENT, WHO HAVE TAKEN THE TIME TO NOT ONLY SHINE A LIGHT ON THE ISSUES PLAGUING AFRICA'S GROWTH IN A PANDEMIC ERA BUT ALSO WORK TOWARDS SHIFTING THE NARRATIVE, ONE TINY, TENACIOUS STEP AT A TIME.

Words and Curation: Chanel Retief | **Art Director:** Lucy Nkosi | **Additional Research & Reporting:** Lillian Roberts | **Photography:** Ilan Godfrey for Forbes | **Styling:** Katlego Magano of Oak Ave; Assistant: Tumelo Nkwe | **Outfits supplied by:** K.Moraba&Collective; Maxhosa by Laduma; Woolworths; David Tlale; Botocry Creations; Imprint ZA; Lovisa; Donlu Amore; Black Thrash | **Hair & Makeup:** SnehOnline Beauty; Thapelo Letsebe | **Location:** Image Lounge, Botswana and 2022 Forbes Under 30 Summit Africa

BILLIONAIRE entrepreneur Patrice Motsepe boldly said at the Forbes Under 30 Summit Africa in Gaborone, Botswana in April this year that “this is Africa’s time... and it’s an exceptional time”. For the past seven years, FORBES AFRICA has been celebrating young leaders under the age of 30 trying to make the continent exceptional. And, this year too, it would seem the common word to describe the class of Under 30s would be ‘meaning-makers’: they do what they do to create a difference.

Following the Covid-19 pandemic, beyond the categories of business, technology, creative and sports, this year, we also looked for visionaries in the healthcare sector.

We added Health/Science to the mix to headline young thinkers, professionals, and entrepreneurs working tirelessly on the frontline to reinvent Africa’s medical sector.

The list reflects the diversity of industries and talent on this great continent of 54 countries, with nominees also applying for and shining in multiple categories at the same time. For example, for the first time, we have under-30s who are making a mark in not only the creative industry but also the technology sector.

Together, they are a stellar collection of individuals who have faced one of the most difficult times in history and refused to back down in the face of a global pandemic. If their firms, businesses and brands have grown during this period, it’s down to their win-no-matter-what dictum.

Africa’s economic progress may sometimes be marred by coups and political unrest, staggering unemployment rates and yes, even corruption, but the one thing that has always stood by it?

The resilience of its people and the positivity of the entrepreneurs firing up the engines of growth.

According to a report released by the African Development Bank, Africa has one of the highest entrepreneurial rates in the world with 22% of the working-age population starting businesses. In addition to this, in a 2021 study, Emerald Insights stated that entrepreneurship has become a primary response to Africa’s youth employment challenge.

“There are 300 million young

people between the ages of 15 and 25 on the African continent. We have to connect with them. We have to be where they are. We have to hear what they say. The future for Africa is exciting and beautiful,” added Motsepe at the summit in Botswana, where for the first time, some of FORBES AFRICA’s 2022 Under 30 semifinalists also gathered to meet like-minded young leaders from around the world and spark exciting conversations.

Featuring under-30s – the youngest being our cover star – from Namibia to Nigeria and Senegal to South Africa, the following pages are an annual report card of the tenacity of Africa’s youth and their grit and gumption to take the offbeat, less-traveled road to success. 

(The list that follows is in no particular order)

METHODOLOGY

Making it to the inner sanctum of the FORBES AFRICA 30 Under 30 list is no mean feat.

The process began in October last year on our online platform that saw over a thousand applications and nominations streaming in. If successful, to proceed to the second round, nominees needed to provide valid evidence of their endeavors and ventures.

Each year, the process gets even more stringent at this stage.

We also gleaned suggestions from our 30 Under 30 alum, employing the same rigorous process as last year to whittle the list down to 30 finalists across the business, technology, sports, health and creative sectors.

For yet another year, SNG Grant Thornton came on board as our audit partners to assess company financials from losses to growth margins to overall revenue and profits since incorporation. Background checks were conducted on the potential listers, which included going through documentation such as police clearance certificates to ensure that they had no criminal record, troubling lawsuits/bankruptcies and allegations of crime, misconduct, sexual harassment/abuse or fraud charges against them.

The finalists were vetted by the editorial team and a panel of high-profile judges and subject-matter experts. Our judging panel’s comments are testimony to some of the talent that came through this year.

External Judges: The category experts whose role was to survey all the finalists of the 2022 30 Under 30 list; rank them and provide commentary on each candidate

BUSINESS AND TECHNOLOGY:

Phuthi Mahanyele-Dabengwa, the South Africa CEO of Naspers
“I am honored to have adjudicated the Business and [Technology] Innovation category for this year’s FORBES AFRICA 30 Under 30 list. The list comprises impressive young visionaries and risk-takers who are transforming business and society. This year’s cohort bears testament to the potential of Africa’s young leaders who represent a continent made up of about 20% of the world’s youth, according to the United Nation’s population trends (2015). Celebrating innovation and excellence on our continent is important if we are to inspire and mobilize the next generation.”

CREATIVES:

Lebohang ‘Lebo M’ Morake, South African singer, performer, producer and composer
“It has been a privilege to have participated in this honorable and important project. I’ve taken the last week of our European Tour reading and re-reading details provided and juxtaposing as much as possible [of] the various talents, making it very difficult [as] an exercise as each and every one of the names provided is exceptional and deserves to be in the top 30. The KEY secret to success in global competitiveness is to be grounded in your authenticity. Embrace your African identity in excellence and quality.”

Gert-Johan Coetzee, South Africa’s award-winning designer “to the stars”
“I think it’s quite a dynamic group and all of them are so worthy of being part of that list. It was quite a hard process judging it...That is why I really love initiatives like this because I think it really is a boost of confidence that everyone needs in their career – that pat on the back to tell them you are going in the right direction.”

HEALTH:

Professor Glenda Gray, an NRF A1 rated scientist, CEO and President of the South African Medical Research Council (SAMRC), a qualified pediatrician and co-founder of the internationally-recognized Perinatal HIV Research Unit in Soweto, South Africa
“The addition of a science category to the FORBES AFRICA 30 Under 30 list is a very encouraging and significant step for the science community, and could not have come at [a better] time. Since the advent of Covid-19, science has been at the forefront of the global response – once again reiterating the high social value of science in tackling global threats, including health pandemics.”

SPORTS:

Carol Tshabalala, award-winning television and radio sports broadcaster ring announcer (boxing) scriptwriter, voiceover artist, and executive producer
“It is a great privilege to be a part of the judging panel for some amazing African talent under the age of 30 and shortlisted by FORBES AFRICA magazine.”

AUDIT PARTNER: FORBES AFRICA partnered again with SNG Grant Thornton to vet the business and financial statements of candidates. This involved understanding the landscape, the profitability, growth and most of all, the scalability of each business.

ELSA MAJIMBO, 20, KENYA

COMEDIAN, AUTHOR AND SOCIAL MEDIA INFLUENCER

INDUSTRY: MEDIA

“RISKING YOUR JOB FOR 10 MINUTES OF SLEEP... THAT’S CALLED SACRIFICE...” says Majimbo, donning her iconic sunglasses. “If I get up on time then what is the snooze button for,” she asks, proceeding to crunch on a crisp, perfectly-rounded potato chip.

When you think of that Kenyan accent, the 90s-themed sunglasses, the potato chip, and the hallmark giggle, Majimbo immediately has you thinking “iconic”.

Just ask any one of her loyal followers on Instagram.

The Nairobi-born Majimbo, who spent her days playing chess and attending college, was not aiming to be an internet sensation with her laughter-inducing, pared-down videos when the Covid-19 pandemic hit in 2020.

“I made these videos to make myself laugh and then one day my friend told me that I had gone viral,” she tells **FORBES AFRICA**.

The videos became a sensation and Majimbo a social media star. Two years on, Majimbo sits with over 2.5 million followers on Instagram.

At this year’s Forbes Under 30 Summit Africa, she said: “Growing up, I always knew I would be iconic. I didn’t know how I would do it, but I knew it would be done.”

Once Majimbo’s videos broke the internet, she immediately informed the journalism institution she was attending and dropped out; she did not even tell her parents.

“I think it was a relief for me because I always say this, I never like[d] school,” Majimbo says.

On set at the **FORBES AFRICA** 30 Under 30 photo-shoot in Gaborone in April, Majimbo’s energy was infectious.

“One thing people always get wrong about me though is that I am always happy. I have bad days too guys,” she laughs.

At just 20 years old, Majimbo has already graced the covers of *Teen Vogue*, *Verified*, *Harper’s Bazaar* and *GQ South Africa*. She has been featured in Maison Valentino campaigns and has won ‘entertainer of the year’ awards for both *GQ South Africa* and *FORBES WOMAN AFRICA*.

Currently the young starlet is on her way “to make that

Hollywood money” in her new home in Los Angeles where Majimbo’s short documentary, *Elsa*, will premiere at the Tribeca Film Festival in June.

“You’re going to see me on the big screen,” she promised at the summit.

When it comes to her millions of followers, she always ensures that she is authentic and inspires them to go after their dreams.

“Enjoy your life... it’s never that deep. People will try and discourage you and you can do whatever you want,” Majimbo says.

“Chase that bag until it starts chasing you!”

**“ ONE THING
PEOPLE ALWAYS
GET WRONG
ABOUT ME
THOUGH IS THAT I
AM ALWAYS HAPPY.
I HAVE BAD DAYS
TOO GUYS.”**



NKULULEKO LEHAPA, 28, SOUTH AFRICA

FOUNDER, BUSANI CLOTHING ENTERPRISE/
BUSANIMEN STUDIOS
INDUSTRY: FASHION

In an effort to not be financially excluded from university, the young BSc Applied Maths and Economics student started working at Investec Private Bank in Sandton, Johannesburg, as a client support banker, so he could pay his own tuition fees and assist his mother.

“I worked afternoon and night shifts while studying full time during the day,” Nkululeko Lehapa says.

“My biggest challenge was the fact that I could not afford formal wear (suits). I then decided to make my own formal work attire and received much attention for the quality and craftsmanship of my clothing.”

And so Busanimen Studios was born. The market for men’s tuxedos is not one that receives the most amount of attention in the fashion sector, but according to our Under 30 adjudicator, Phuthi

Mahanyele-Dabengwa, “this is an important industry”.

“Our business model was to provide a mobile service where we sold quality suits, at the best fit, at the best price and this was super-efficient,” Lehapa says.

Busanimen then moved from being a mobile service to having a studio in bustling Braamfontein, Johannesburg’s city center.

“[In 2019], we made our first R1 million (\$62,875) in sales in a studio with a production capacity of only three machines,” Lehapa says.

“This milestone validated our existence as it meant we had a well-defined business model, however, as a result of this achievement, we found ourselves starving for growth and expansion.” Busanimen is also now working with the fashion school at the University of Johannesburg to assist students with work and career guidance.

**“OUR BUSINESS MODEL WAS
TO PROVIDE A MOBILE SERVICE
WHERE WE SOLD QUALITY SUITS.”**



LASIZWE DAMBUZA, 23, SOUTH AFRICA

COMEDIAN, INFLUENCER AND SOCIAL MEDIA PERSONALITY
INDUSTRY: ENTERTAINMENT AND MEDIA

“I HAVE ALWAYS BEEN A BIG DREAMER, A STAR IN THE MAKING, A KID FROM SOWETO WHO WAS DESTINED FOR FAME,” Lasizwe Dambuza says.

If you have ever found yourself watching prime time South African celebrity parodies, it’s probably because of this young entertainer and YouTuber. Growing up, Dambuza’s mother would take him for TV auditions every week. They would drive from the township of Soweto to various locations in Johannesburg, and even Pretoria, South Africa’s capital city.

“Despite all our efforts, hopes and prayers, I would never get the roles I auditioned for,” Dambuza says. “I come from humble beginnings and was raised in a home where we could not afford a life of luxury; everything had to be planned, and we could not simply leave home just

for the fun of it.

“I was 12 when my mother sat me down and explained that our auditions’ endeavor was not yielding any results, nor was it financially sustainable.”

If only she knew. With more than a million followers on Instagram and over 750,000 subscribers on YouTube, Dambuza is today a household name in South Africa.

“When my career kicked off 10 years ago, I did not anticipate it to be the whirlwind that I have come to experience over the years.” In March 2021, *Global Citizen* reported that in response to ongoing student protests across South Africa, Dambuza launched the #R10GoesALongWay initiative to help students struggling to access funds to keep attending university. With other influencers, he raised R1 million (\$63,000) in a milestone for the campaign.



A portrait of Fatima Babakura, a young Black woman wearing a beige hijab and a patterned shawl. She is looking directly at the camera with a slight smile. The background is dark.

"LAST YEAR, WHEN BEYONCÉ'S TEAM COMPILED A LIST OF BLACK-OWNED BUSINESSES, WE WERE HONORED TO MAKE THE LIST."

**FATIMA BABAKURA, 26,
NIGERIA**

CEO, TIMABEE
INDUSTRY: FASHION

Having grown up as a conservative Northern Nigerian, it was ingrained in Fatima Babakura that at a certain age, inevitably, she would have to finish school and then get married "to someone rich who can take care of you".

But Babakura was never going to let this happen.

"Living in Lagos gave me a different perspective because I was living around people whose mindset was 'make your own money and then go to school' so it's not like you are waiting for someone to come and take care of you," Babakura tells FORBES AFRICA. "And because I was privileged enough to experience that, I am not your average Northern Nigerian girl."

Babakura is the founder, chief executive officer and designer of Timabee, an accessories brand that "redefines luxury in Africa and beyond".

Her sharp eye for design, curiosity and yen for imagining a product and bringing it to life motivated her to start Timabee.

Babakura began the brand in her first year of university in Canada.

She had designed a "simple handbag" and given it to her close family friend as a gift.

"I didn't even think it was that great," she laughs. But continuing on with her theme to be "curious", she set out to find a manufacturer who would make this bag.

"Keep in mind, I was an accounting student with no business or fashion background. I did a simple Google search which led me to Alibaba where I found a company that agreed to make me a sample for \$150 in December 2013."

From the pocket money she received from her parents, 17-year-old Babakura set out to spend the \$150 which she ended up losing as "I interacted with a fraudulent vendor and had no clue".

Losing the money did not stop her.

"I was determined to find someone else to

make my bag, but this time I was a lot more careful and I did my due diligence researching the company."

One of the biggest highlights for Timabee was in 2021, when the brand was approved by award-winning American artist and businesswoman, Beyoncé.

"Last year, when Beyoncé's team compiled a list of black-owned businesses, we were honored to make the list. It just goes to show that as a small, growing brand, the work we put in every day does not go unnoticed."

Having taken the pro-women approach when it comes to running her business, she wants to encourage many women, including those who may look like her, to feel empowered to start enterprises.

"Starting Timabee as a young girl, there were many mistakes I made as I did not seek out mentorship earlier on due to the fear of being rejected. I learned a lot through trial and error, many of which cost the company money and could have easily been avoided had I sought mentorship," Babakura says. "This is a major reason why I have set up Timabee global resources, a concept aimed at helping entrepreneurs in the accessory business navigate their way to global recognition and achieve success. I truly believe in paying it forward and so in the next three years, I hope to open a mentoring school specifically for high school and university students where they can have hands-on experience on the business of fashion especially as it relates to Africa."

"Many girls from Northern Nigeria aspire to marry rich as a 'career path', sadly, I believe that through my mentorship program, the right mindset will be the foundation for future success especially since I will be an example to them through my achievements as a Northern girl."



TATJANA SCHOENMAKER, 24, SOUTH AFRICA

OLYMPIC GOLD MEDALIST

INDUSTRY: PROFESSIONAL SWIMMING

The Olympics called her the “African breaststroke queen” and the “latest breaststroke diamond out of South Africa” when she won the gold medal and set the world record in the 200-meter breaststroke and also won the silver medal in the 100-meter breaststroke at the Olympic Games in Tokyo last year.

Schoenmaker was brought up in Roodepoort, a town in the Gauteng province of South Africa, before moving to the country’s capital city, Pretoria.

At the 2022 FORBES WOMAN AFRICA Leading Women Summit in March, Schoenmaker said: “I don’t know if sports was my first love all the time... But I do think you get to love the sport...When I was younger, I used to do a lot of sports so choosing swimming as the only option was not on the cards for me. But I do think when I pursued my swimming career, I fell in love with it.”

And what does being on the FORBES AFRICA Under 30 class of 2022 mean to her?

“It’s amazing,” Schoenmaker says. “To think that you are one of the 30 from the whole of Africa to make it on there, it is an amazing achievement and such an honor. I definitely don’t know how to describe the feeling, it’s always difficult to say. When that moment comes, you kind of like feel shocked.”

“TO THINK THAT YOU ARE ONE OF THE 30 FROM THE WHOLE OF AFRICA TO MAKE IT ON THERE, IT IS AN AMAZING ACHIEVEMENT.”



LWAZI MSIPHA, 28, SOUTH AFRICA

ARTIST (GRAPHIC)/CARTOONIST

INDUSTRY: ART

Our judge for the creatives category, Lebohang “Lebo M” Morake, South African singer, performer, producer and composer, said it best: “Animation is critical and does not get attention on the continent.”

For 28-year-old Lwazi Msipha, it is about making sure that it gets all the spotlight it deserves.

As the founder of Old Fashioned Youngin, an animation company with the sole purpose of creating animation that tells our African stories unfiltered, he has created and directed a TV show for *Cartoon Network*, an American division of Warner Bros cable television channel. The show, *My Cartoon Friend*, is the network’s first-ever 13-episode hybrid animated show, profiling the adventures and dynamics of an artist who lives with a cartoon friend in real life.

“I created the animated show, which is still airing on *Cartoon Network*, with limited resources and skills. When I received the call from them, I had no prior experience in what they were asking of me, but I did not let that stop me,” Msipha says.

“It is not the ‘norm’ that the African talent needs to be exposed to this medium for its sustainability and capacity to keep a child’s spirit and soul engaged through art the most,” Morake said in his evaluation of Msipha. “We are excited over Lwazi’s future also because we are encouraged by his sense of content and quality.”



“WE ARE EXCITED OVER LWAZI’S FUTURE ALSO BECAUSE WE ARE ENCOURAGED BY HIS SENSE OF CONTENT AND QUALITY.”

– LEBOHANG “LEBO M” MORAKE



"JAEN-JACQUES IS A TRUE ENTREPRENEUR WHO HAS OVERCOME OBSTACLES OF TOUGH CIRCUMSTANCES AND SEEN HIMSELF THROUGH."
 – PHUTHI MAHANYELE-DABENGWA

JAEN-JACQUES NELL, 23, SOUTH AFRICA

FOUNDER AND CEO, THE CMF GROUP (PTY) LTD
INDUSTRY: ELECTRONIC CONSULTING

A lot of us have been through this, when your phone breaks or your screen cracks and the first thing that comes to mind is 'who can fix it and will all my data be recovered'? Don't fear when Mr Nell is near.

When Jaen-Jacques Nell was in grade 12, his parents encouraged him to find a job, as they had been retrenched during a difficult period in South Africa.

"I first went for an interview at South Africa's biggest retailers for a job, which offered me R21 (\$1.30) per hour; while waiting [to see] if I'd be chosen to become a shelf-packer, I went into a cell phone shop by Grey Owl Centre in Centurion and also asked if there were any vacancies. The gentlemen at the store, Ali, said I could start work."

Ali taught him to fix smartphones and tablets and they struck a deal where Nell would bring in the business using social media and Ali would offer his services. Nell says he owes a lot to Ali.

"He trusted me to pay him after I got paid. Ali was my first-ever creditor, I had no money to pay him upfront for the work or parts. I was privileged enough to have a motorbike and promote CellMidFix (CMF), which gave me the edge. I could collect the broken devices and delivery them the same or the next day, which no one was doing.

"Starting with zero rand, and being able to do a turnover of R10 Million (\$628,000) in our last year, is extremely challenging in a growing business," Nell says. "Our humble team of four staff members has allowed us to grow, and add value to our workforce."

"Jaen-Jacques is a true entrepreneur who has overcome obstacles of tough circumstances and seen himself through. I look forward to seeing his upward trajectory in time to come," attests FORBES AFRICA 30 Under 30 list business and tech category judge Phuthi Mahanyele-Dabengwa, the South Africa CEO of Naspers.



MUSA MAKAMU, 21, SOUTH AFRICA

SINGER, SONGWRITER, DJ AND PRODUCER
INDUSTRY: MUSIC

Born in Giyani and raised in Polowane in South Africa's Limpopo province, he started his music career whilst in Grade 7, quite by chance. "The keyboard player at church had to leave," Musa Makamu recalls. "And I was the only one left at that period of time".

In a 2021 interview with FORBES AFRICA, Makamu, popularly known as Musa Keys, revealed that music was not his first choice; civil engineering was.

"I studied sound technology at Damelin (an Afrikaans technical school).

"And it was slowing my growth mainly because I felt like what was being taught, I knew already. You

know, if they teach me about sound recording, I already record people... So, then I dropped out and I started my career."

His debut extended play (EP) *Widlysm* boasting hit song *Samarian Boy* is still one of his biggest productions to date, the track's success was powered by the love showered on him by the public.

"People were like, 'yo, this is massive'. They made me love that song!" Makamu says.

"My unique offering is weirdness. My music is weird in the things that are being sung and how they are sung. I'm trying to capture the whole world with a universal sound that caters for every part of the world."

**"MY UNIQUE
OFFERING IS
WEIRDNESS."**



DR FRANCK VERZEFÉ, 28, CAMEROON

FOUNDER AND CEO, TRUESPEC-AFRICA
INDUSTRY: PHARMACEUTICALS

What Covid-19 exposed to many across the globe, but specifically on the African continent, is that access to affordable and reliable medication is easier said than done.

Franck Verzefé saw this as an issue even when he was a student.

He had stumbled on the work of a third-year student who was looking at different ways to differentiate between real medication and counterfeits.

"The research was based solely on superficial characteristics like packaging font, color, density but not on the chemical concentration of its constituents," Verzefé says. "I then wondered how I could know for sure if a drug is true or falsified without comparing the different chemical components and their concentrations."

Having enough capital, Verzefé conducted his research and experiments in the Democratic Republic of the Congo, Nigeria, Cameroon and Ivory Coast.

He wanted to "understand how drugs are falsified from a chemical point of view and which technology

would be effective and adaptable to African realities".

"I then built a professional team and started TrueSpec-Africa. Today, it develops an artificial intelligence called RAI (Real Active Ingredient), which coupled with a spectrometry device, enables identification of the chemical composition of drugs and structuring the data obtained in less than 20 seconds," Verzefé explains.

Besides being a member of both the United Nations' International Telecommunication Union (ITU) and the World Health Organization's (WHO) Artificial Intelligence for Health (AI4H), Verzefé has also been ranked by the WHO among the 30 best African innovators.

**"I THEN
WONDERED
HOW I COULD
KNOW FOR SURE
IF A DRUG IS TRUE
OR FALSIFIED..."**



CHARLOT MAGAYI, 28, KENYA

FOUNDER, MUKURU CLEAN STOVES

INDUSTRY: COOKING SOLUTIONS MANUFACTURER

Charlot Magayi's infectious energy and laughter can fill any room she walks in just as her products can rid any home of air pollution.

She started Mukuru Clean Stoves in 2017 in rural Kenya to enable families to fight household air pollution.

"So far, we've distributed over 100,000 clean cook-stoves around Western Kenya," Magayi tells FORBES AFRICA.

Like many of our Under 30 listers, this founder and CEO too had humble beginnings. Orphaned at the age of 10, Magayi grew up in Mukuru, one of the biggest slums in Nairobi, and became a mother at age 16.

When her two-year-old daughter suffered a severe burn injury caused by a "traditional stove", Magayi was moved to provide safer cooking technologies for her community.

"When I started the business, the plan was to distribute or manufacture

cook-stoves that were stable enough to limit the risk of [danger to] children under the age of 10," Magayi explains. "But then we saw that the greater need was to fix household air pollution and fuel consumption for households living under \$2 a day. So that was the dream. That's what we're working on currently."

Having won the Waislitz Global Citizen Award in 2019, The World Bank's inaugural SDGs and the AWIEF Empowerment Award in 2019, Magayi has been recognized and awarded for her fight against household air pollution and global poverty and her work to empower marginalized women in Kenya.

"She's phenomenal," says Tine Ward, Founder of The Darfur Project.

"I mean, at length, to be honest, I could see Charlot running for president of Kenya or something at some point, she has that kind of gravitas. There's something about her."

"I COULD SEE CHARLOT RUNNING FOR PRESIDENT OF KENYA OR SOMETHING AT SOME POINT, SHE HAS THAT KIND OF GRAVITAS. THERE'S SOMETHING ABOUT HER."
- TINE WARD, FOUNDER OF THE DARFUR PROJECT

TONIA NNEJI, 29, NIGERIA

ARTIST (PAINTER)

INDUSTRY: ART

This is a story that started off with N50,000 (\$120) in her mother's backyard in rural Ajegunle, Nigeria and a paint brush.

"I just completed my university education and as soon as I got back home, I applied to train under master artist, Wallace Ejoh," Tonia Nneji says. "I started out with N50,000 from my mum, which was to be repaid as soon as I sold my first painting, which I did about a month later... I could only paint in the backyard for a specific time every day to avoid disturbing other tenants and to prevent the younger kids from touching or ingesting oil paints."

From a backyard studio to being profiled by renowned African author, Chimamanda Ngozi Adichie for *Harper's Bazaar* in February 2020. In the same year, in *Vogue*, *The New York Times*, *Elephant Magazine* and *Los Angeles Magazine*.

"I had my first solo exhibition at Rele Gallery, Lagos in 2020 and my works are part of important collections around the world including Chimamanda Ngozi Adichie and the Louis Vuitton Foundation."

A lot of Nneji's work derives from her personal experiences with the Nigerian healthcare system as she has been diagnosed with PCOS (polycystic ovarian syndrome).

"I wanted my artistic practice to help educate women who suffer from the same ailment, as well as the people around them," Nneji says. "I wanted to help them understand that there is hope, no matter how bad their situations are. With my work, I am also shedding light on the failed healthcare system in Nigeria as well as the practice of extortion and arbitrary judgment that precludes access to religious spaces in Nigeria."



DR BRETT LYNDALL SINGH, 29, SOUTH AFRICA

CEO AND FOUNDER OF ALPHA AND OMEGA
MEDTECH; PEDIATRIC DOCTOR IN PUBLIC HEALTH
INDUSTRY: HEALTH

When a 16-year-old Brett Lyndall Singh from Pietermaritzburg, South Africa, was unable to perform CPR on his sick grandmother, he used this traumatic experience as his calling to become a doctor.

"It kind of cemented the idea of me making sure that I have the skills to be able to save people's lives," Singh tells **FORBES AFRICA**.

The congenial doctor has a spring in his step when we meet him, as he speaks about his journey around the world in medicine and health.

"Unfortunately, I couldn't study in South Africa due to a lack of space [in medical school]," Singh explains. "And I took a leap of faith and applied to universities around the world and got a great offer from China. And so, I moved to China when I was 17 going [on] 18 back in 2011. I then studied at Windsor Medical University for my bachelor of medicine and surgery. I was then able to do some internships and electives at the Royal Melbourne Hospital in Australia."

When Covid-19 became a vast and ugly reality across the globe, Singh spent days in Covid wards in China, and says he was even invited by President Xi Jinping and the Communist party to go to Beijing to volunteer during the pandemic as one of two African doctors.

Singh is now also involved in South Africa's national response to Covid-19 and is also currently the chairperson of the Global Value Chains working group of the Department of Trade and Industry Cooperation's national healthcare master plan.

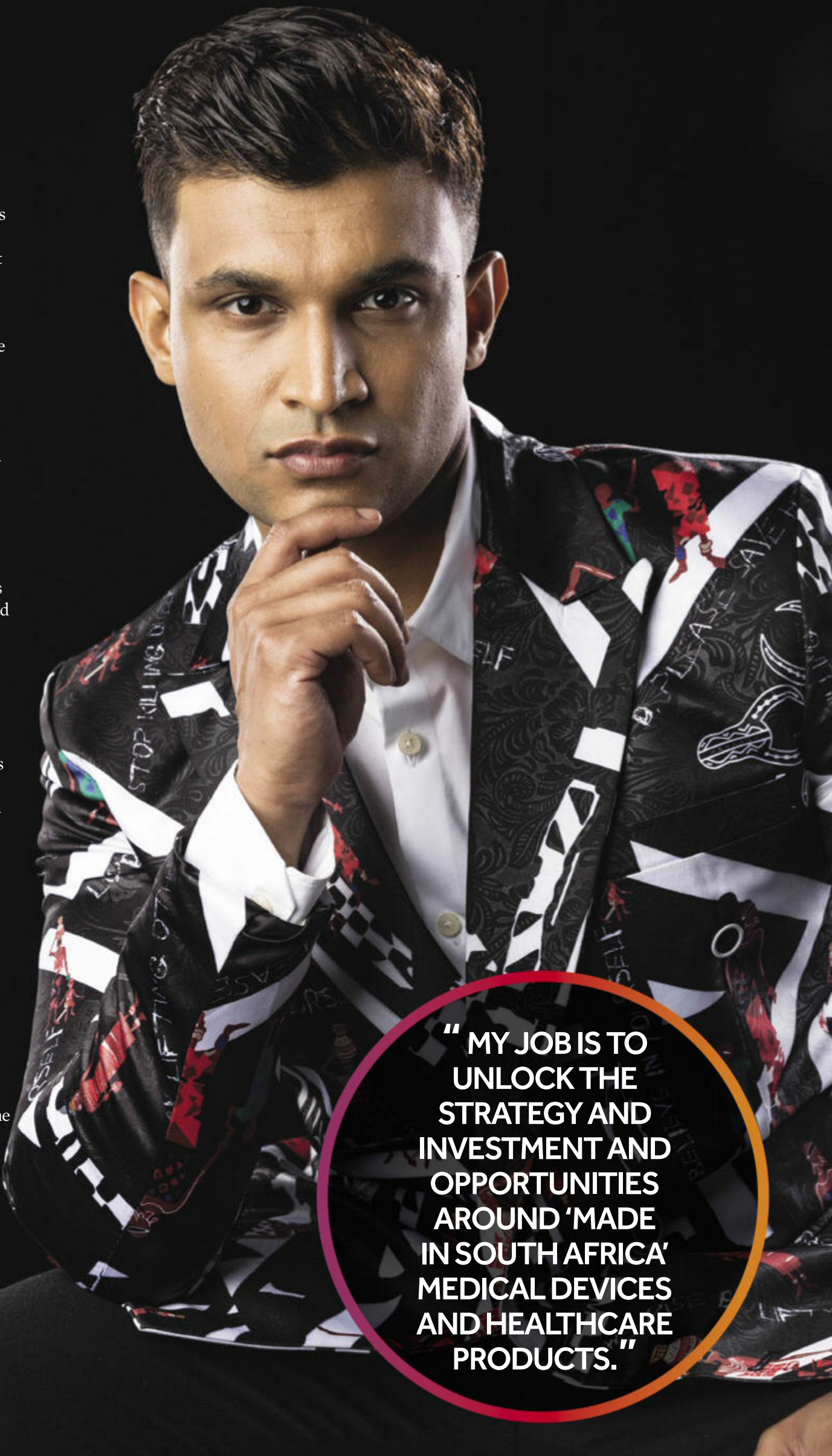
"My job is to unlock the strategy and investment and opportunities around 'made in South Africa' medical devices and healthcare products. So, as a doctor, getting involved in research and development and in the healthcare business started with my thesis in combatting sub-Saharan Africa's malnutrition..."

"I am helping to create a device that could make a doctor's life better, and could also contribute to stimulating the economy of South Africa and Africa... And I'm trying to be the bridge to help technology transfer like what we did in our project for rapid antigen, as well as component manufacturing, so that we can stimulate the economy, do more research and development and go forward."

When Covid-19 first broke in 2020, whilst with Plame Biotech, Singh's company Alpha and Omega MedTech contributed to medical advancements in coronavirus diagnostics by way of the KOVIFAST Rapid Antigen Test, which compared to a PCR Test, only needing 15 minutes to identify a test, rather than six to 18 hours.

KOVIFAST was soon approved by CDC Africa's Africa Medical Supplies Platform as an Official Supplier of Diagnostic and Therapeutic Medical Devices.

Singh's company has one of the youngest founding teams to hold a South African Health Products Regulatory Authority (SAHPRA) license. His work on diagnostics, and its pairing with digital healthcare in epidemiological tracking was presented at the First International Conference on Public Health in Africa hosted by CDC Africa.

A portrait of Dr. Brett Lyndall Singh, a young man with dark hair, wearing a white shirt and a black jacket with a colorful, abstract pattern. He is resting his chin on his hand, looking directly at the camera with a serious expression.

**"MY JOB IS TO
UNLOCK THE
STRATEGY AND
INVESTMENT AND
OPPORTUNITIES
AROUND 'MADE
IN SOUTH AFRICA'
MEDICAL DEVICES
AND HEALTHCARE
PRODUCTS."**



LEHLÉ BALDÉ, 29, SENEGAL

EDITOR, BUSINESSDAY WEEKENDER

INDUSTRY: MEDIA

This is an industry that is not for the faint-hearted. And Lehlé Baldé has proven that being resilient is a key attribute when it comes to being a journalist, as the editor for a leading medium for business and economy news in Nigeria.

Prior to being the editor of *Weekender*, *BusinessDay*'s first Saturday publication for millennials, Baldé's journey into journalism and media happened quite by accident, and because of her grandmother.

"Growing up, I lived in eight countries but I describe myself as a pan-African person," Baldé says.

"My grandmother had served as a journalist and later press secretary for the post-colonial Senegalese presidential administration in the 1960s. I always felt a void because I never got the chance to meet her and thought that she had passed before her time.

"In some bizarre way, I felt that it was my calling and could not wait to start my career in journalism."

Besides being one of the youngest newspaper editors in Africa, Baldé's work has seen partnerships with some of the biggest names like the Bill & Melinda Gates Foundation, Ford Foundation, Nestlé, and Endeavor.

She is also an Acumen West Africa fellow 2021 and International Monetary Fund (IMF) Youth Fellow 2021. The Future Awards Africa gave her the 2020 Intrapreneurship award and she was also listed on the 2020 Top 50 Women in Media in Africa and the Top 50 Young Women in Development in Africa 2020.

She is changing the narrative for women in Africa.

SIKANDER KALLA, 29, SOUTH AFRICA

CLINICAL PSYCHOLOGIST, FOUNDER, COHESIVE COLLABORATION

INDUSTRY: MENTAL HEALTH

"In fighting the spread of Covid-19 and mitigating its effects, a collective brainpower of the medical health research community was required," says Under 30 Adjudicator in the Science/Health category, Professor Glenda Gray.

Words like 'collective' and 'collaboration' are at the forefront of Sikander Kalla's mind, especially when talking about Covid-19 and mental health.

This is exactly why the 29-year-old clinical psychologist founded Cohesive Collaboration.

"This is an entity of the practice that seeks to strengthen values of sustainable collaboration, mindful cohesion, rehabilitative redress and optimized development by promoting mental health awareness, as well as offering



**"THE PANDEMIC HAS
MADE US REALIZE
THAT VALUING OUR
MENTAL HEALTH
SHOULD NOT BE
DEEMED A LUXURY."**

consulting services and wellness programs to corporate partners in an attempt to normalize mental health in South Africa," Kalla says.

In an academic report released by the Psychological Society of South Africa, titled *Mental health and Covid-19 in South Africa*, it was noted that public mental health has also been negatively affected by the pandemic, and this comes against the backdrop of an ailing mental healthcare system.

"We argue that the psychology profession, as a mental health profession and behavioral science, working as part of a multidisciplinary team, ought to play a significant role in addressing the mental health ramifications of the pandemic," the report reads.

"The pandemic has made us realize that valuing our mental health should not be deemed a luxury, but rather a necessity that is essential to any framework of functioning that embodies values of optimized wellbeing, sustainable solutions, cohesive engagement and collaborative efforts – all of which I think are fundamental to Africa's development," Kalla says.

He currently also treats patients in the Pretoria region and assists medical students with optimizing their mental health and overall development through the consulting position he holds at the University of Pretoria's Faculty of Health Sciences, whilst also sitting on the Health Sciences Committee as an expert in his field. Besides also having a private practice in Sandton, Kalla assists community members at Folateng Clinic.

In a testimonial written for Kalla, Dr Zuleikha Ahmed, Senior Counselling Psychologist at the University of Pretoria, states: "Mr Kalla, at such a young age, has been quite involved in mental health awareness advocacy. He has also flourished in both the business and entrepreneurial aspects. He has utilized innovative ways to increase the awareness on mental health in both the business and professional world."

**SANDRA CHUKWUDOZIE, 29,
NIGERIA**

CEO, SALPHA ENERGY
INDUSTRY: ENERGY

This was a company born out of a desire to tackle injustice.

"I grew up learning that the only voice which mattered was that of the wealthy," Sandra Chukwudozie tells FORBES AFRICA. "I watched people in my country suffer inhumane treatment, because a flawed system, which should have protected their interests, was set up in a way that only benefited those at the top of management. This fueled a passion within me to want to change the status quo and break the cycle of injustice that has been ongoing for decades. In this regard, I've always viewed myself as a rebel with a cause or somewhat of a revolutionist."

Even though Chukwudozie grew up in an "oil and gas family business", her ultimate aim was to champion the diversification of her corporation by introducing clean energy. Unfortunately, Chukwudozie presented the plans to her father which ended in a "bitter spat".

"That singular moment was a defining one for me, because I knew that my journey would be lonely. I was fighting for the future, against the status quo, and against 'the system'. It was time to show how much I believed in myself and how badly I wanted this change. Failure was an option I could never accept."

This rebel with a cause took her monthly salary of \$1,200 to create Salpha Energy, a renewable energy company that focuses on solar solutions whose core focus is affordability and access to clean energy.

"I call my team members 'alphas on the move' because we are on an aggressive mission to bring clean and affordable solar energy through the design of innovative solar products across the African continent, while at the same time growing African talent which we hope will benefit the continent as a whole."

**"IT WAS TIME TO
SHOW HOW MUCH
I BELIEVED IN
MYSELF AND HOW
BADLY I WANTED
THIS CHANGE.
FAILURE WAS AN
OPTION I COULD
NEVER ACCEPT."**



HIMKAAR SINGH, 29, SOUTH AFRICA

FOUNDER AND CEO, THE COMPOST KITCHEN
INDUSTRY: WATER AND FOOD WASTE
SOLUTIONS

According to the *World Wide Fund for Nature's* 2017 report, 10 million tons of food goes to waste every year in South Africa. "Of this, fruits, vegetables, and cereals account for 70% of the wastage and loss primarily throughout the food supply chain – from farm to fork," the report further stated. Part of this problem is easily associated with water pollution.

Rand Water, a South African water utility that supplies potable water to the Gauteng province, further said that "in South Africa, the scarce fresh water is decreasing in quality because of an increase in pollution and the destruction of river catchments, caused by urbanization, deforestation, damming of rivers, destruction of wetlands, industry, mining, agriculture, energy use, and accidental water pollution."

In 2017, when severe drought hit South Africa, a younger Himkaar Singh did not see a solution in sight.

"So, I decided to leave the country for a Master's degree in Water Management in Germany to try and find a solution. Using my life savings, I lived in Germany for five months, and then Vietnam for five months, followed by five months in Jordan, to get diverse perspectives on how to address the water problem."

It was during this time that Singh discovered that the soil's impact on the water cycle is the most significant factor out of any other related to water management. According to Singh, there was one critical aspect of soil which is particularly important; the organic matter content. The organic matter is what

enables the soil to act as a sponge, holding onto water when it rains, and letting the water infiltrate into the natural groundwater system.

"I realized that if we want to create lasting change to South Africa's water situation, we need to repair our soil's ability to hold onto water by adding organic matter back to the soil," Singh says.

When he came back to Johannesburg in 2019, he immediately founded The Compost Kitchen, which collects food waste from households on a weekly basis and then recycles the waste into vermicompost using thousands of earthworms. Singh's business gives the vermicompost back to the customer each month, which they can use in their vegetable garden to repair their soil, and customers pay R190 (\$11.79) per month for this circular economy model.

"Singh has used his life savings to complete the research and to develop a business that is a key sustainability-focused organization," Phuthi Mahanyele-Dabengwa said about the candidate.

"He is doing so successfully which is also hugely valuable."

**" I LIVED IN
GERMANY FOR
FIVE MONTHS,
AND THEN
VIETNAM FOR
FIVE MONTHS,
FOLLOWED
BY FIVE
MONTHS IN
JORDAN, TO
GET DIVERSE
PERSPECTIVES
ON HOW TO
ADDRESS
THE WATER
PROBLEM."**

PHUPHO GUMEDE K, 23, SOUTH AFRICA

STYLIST

INDUSTRY: FASHION

All eyes were on Phupho Gumede as he walked into the Image Lounge studio in Botswana "ready for his close up". This was true testament to the story of how a young "isiZulu queer" stylist from Durban, KwaZulu-Natal, had made it.

"I was always the smartest in the class, the most awarded at school year-end ceremony and an overall over-achiever," Gumede tells *FORBES AFRICA*. "That made me really gravitate towards a career in academia. It was until I was 11 years old, when the fashion bug bit."

Unfortunately, having grown up in a traditional African household, it was expected after he matriculated from school that he would have to go to university. And that is exactly what happened, as he studied for a BSc in Biology at the University of KwaZulu-Natal.

"I was miserable because I couldn't have time to even dress myself up," Gumede says. "The need for fashion started suffocating me. Halfway [through] the second semester, I de-registered. I packed my bags and moved to Johannesburg without my family's knowledge and I was ready to tackle a career in fashion."

From being an in-house stylist for Kwenta Media, he is now styling looks for the likes of *GLAMOUR*, *GQ*, Reebok, and *Netflix* (to name a few).

"All the ups, the downs, the sleepless nights and 48-hour shifts I've put on to get where I am and it inspires me even more. Ten years ago, I would have never thought I would be here," Gumede says.



**"I PACKED
MY BAGS AND
MOVED TO
JOHANNESBURG
WITHOUT
MY FAMILY'S
KNOWLEDGE AND
I WAS READY TO
TACKLE A CAREER
IN FASHION."**

**SYLVIA GATHONI,
23, KENYA**

PROFESSIONAL E-GAMER

INDUSTRY: E-SPORTS

The world of sports has always been very male-dominated and this is no different in the online gaming realm of e-sports. This does not stop Sylvia Gathoni, also popularly known as QueenArrow, from literally and virtually **KNOCKING OUT** stereotypes.

"I have had to deal with my hard work being looked down upon by some, as they felt that I had only achieved what I had because of my gender and not because of the concerted effort I put in to become better at the game," Gathoni says.

Her career in professional gaming began in 2017 at the East African Gaming Convention where she participated in the *Mortal Kombat XL* tournament and came in fourth place.

"I decided to continue gaming professionally because I enjoyed the rush that came with competing and the fact that I got to challenge myself to become a better competitor through an available community where I could ask questions about the game and practice with them. Since then, I been part and parcel of the *Tekken* fighting game scene in Nairobi."

In 2018, she became the first Kenyan and East African to be signed to XiT Gaming, an American e-sports club based in New Jersey, United

States. Gathoni is currently part of the UYU, an American e-sports club as a *Tekken* player and content creator. She is also a member of the Athletes, Players and Communities Commission on the Global Esports Federation (G.E.F), representing Kenya and the African region “by offering my insights as to how the G.E.F can foster good and healthy relations with the gaming and e-sports community and ensuring that Africa’s interests on the committee and federation are represented”.

“I HAVE HAD TO DEAL WITH MY HARD WORK BEING LOOKED DOWN UPON BY SOME, AS THEY FELT THAT I HAD ONLY ACHIEVED WHAT I HAD BECAUSE OF MY GENDER.”



YINKA ASH, 27, NIGERIA

MANAGING DIRECTOR, ASHLUXE LIMITED

INDUSTRY: FASHION

From Davido to Burna Boy, and then Bonang Matheba to Kehlani, AshLuxe has been worn by some of the biggest names in entertainment. The hands behind the sewing machine, sketch board and business is Nigerian-born Olayinka Ashogbon, also known as Yinka Ash.

While at Caleb University in Lagos studying Biochemistry, Ashogbon says he always had a flair for fashion.

“During my years in the university, I was recognized among my peers as well-dressed and many would often tell me to help them source clothes and shoes,” Ashogbon says.

With a small loan from his father of \$2,000, in 2014, he started to buy and import

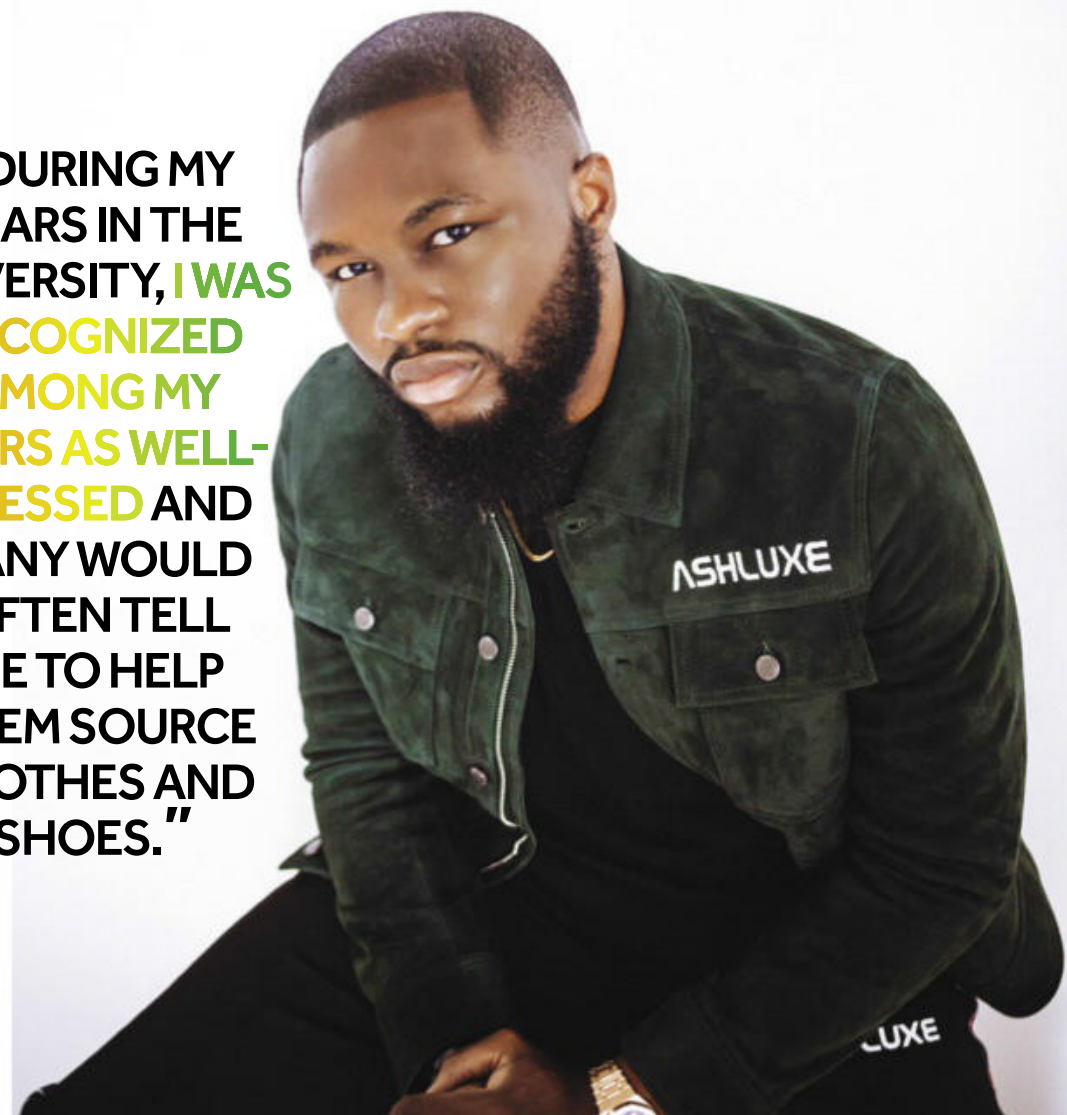
discounted items he found online to resell to the already growing client base he gained on his Instagram business page.

This has now led him to becoming a recognized brand that prides itself in its collection ranging from men’s clothing to women’s attire, and androgynous ready-to-wear clothing.

“[This is] revered for incorporating multiculturalism and ethnographic references from Lagos to Johannesburg, Geneva, Paris, and Florida,” Ashogbon adds.

“Our pop-up stores held in London and South Africa in 2021 further the brand’s exertion in seamlessly tapping into the global streetwear market. This has shaped a unique label identity.”

“DURING MY YEARS IN THE UNIVERSITY, I WAS RECOGNIZED AMONG MY PEERS AS WELL-DRESSED AND MANY WOULD OFTEN TELL ME TO HELP THEM SOURCE CLOTHES AND SHOES.”



VELANI MBOWENI, 29, SOUTH AFRICA

CEO AND CO-FOUNDER, LULA LOOP

INDUSTRY: COMMUTING/ E-HAILING SERVICE

The ever-growing need for commuting services is something that needs to be prioritized in countries across Africa. Shahzeb Memon, the Global Head of Transportation As A Service at unicorn ridesharing company SWVL told FORBES AFRICA in December that: “There are millions with not enough transport opportunities available, and the transport options available for people are limited.”

At the forefront of trying to solve these issues is Velani Mboweni with his company LULA Loop, a venture backed mobility startup (launched in 2016) that connects company commuters to private shuttles to enable sustainable and productive commuting in Africa.

“This is a business founded with the mission to harness Africa’s demographic dividend by connecting them to economic opportunity one shared ride at a time,” says Mboweni.

Since its inception, Mboweni has grown the company “six times in the past year, doubled the team size, reduced hundreds of tons of CO2 from the environment, scaled to three new cities, and quietly raised millions of dollars during the global pandemic from world-leading institutional investors”. He has been recognized as a Top 200 Young South African by *Mail & Guardian* and a Top 30 Under 40 by *Fast Company* magazine.

“He’s passionate about creating positive social impact and economic opportunities, whether through LULA or in his personal capacity,” says Mboweni’s co-founder Xabiso Nodada.

“He will never say no to helping someone, whether he knows the person or not is irrelevant, if he can help, he will. He enjoys bringing people together, people from different walks of life, different cultures, different ages, different backgrounds. His love for the continent and its different cultures is one of his most amazing qualities.”



KEKELETSO TSILOANE, 29, SOUTH AFRICA

CO-FOUNDER, RAMTSILO TRADING

INDUSTRY: CONSTRUCTION

In 2008, the International Conference On Multi-National Construction Projects released a study *Women In South African Construction* concluding that women are underrepresented in the construction industry and that although they may face many challenges and barriers, women are competent to rightfully take up a position on-site within the industry. *South African Builder* further noted that the Register of the Construction Industry Development Board (CIDB) states a total of *44,100 construction enterprises, of which 48% are owned by women.

“As we are women in business, we often get discriminated against and not taken seriously, we have had to work hard to prove ourselves and to tackle this male-dominated industry,” says Kekeletso Tsiloane.

Ironically, it was their father who

inspired Tsiloane and her sister to start the business.

“Our father had a construction company, he would take us to site often and without a plan, we would resort to our own comforts and for me that was on site where trenches, big machinery, and the manual labor was being done. I’d walk around and inside the trenches asking lots of question[s].”

In the same breath, Tsiloane was always concerned about waste and in 2016 started taking interest in the green economy (recycling and upcycling). She then dove into the trenches of research and approached her family about the idea of making bricks out of plastic.

“My family and I started prototyping the idea in my mother’s yard at home,” Tsiloane explains. “We bought waste from waste pickers and from landfills... We started not only the product innovation but the know-how and machinery, with my sister’s salary, savings, and the small profit we made from construction projects.”

“MY FAMILY AND I STARTED PROTOTYPING THE IDEA IN MY MOTHER’S YARD AT HOME.”



MONA-LISA DAS (MONA-LXSA TUARUS), 29, MALAWI

DISK JOCKEY AND CREATIVE ENTREPRENEUR

INDUSTRY: MUSIC AND ENTERTAINMENT

Born and raised in Malawi's capital city, Lilongwe, Mona-Lisa Das' main objective has always been to create more opportunities for African women.

"My mother and grandmother have given me great strength as they empowered other females around them. Witnessing my mother accommodating other women who were finding their feet in Ireland in any way she could help them to assimilate, really influenced me in what I do today."

Das moved to Ireland in early 2011 to pursue a degree in Business Management, but in 2013 co-founded a record label as head of AR and helped discover artists like Masego, a Jamaican-American musician, and many more local Irish artists. In 2018, she then launched Gxrlcode, a platform amplifying female talent worldwide. The brand has worked with high-profile names like Heineken and PrettyLittleThing, as well as received recognition in *British Vogue* for empowering and supporting women worldwide.

Daniel Da Trindade, Creative Director at the Embassy of Ireland Malawi, stated in his testimonial for Das: "She has an uncanny ability to bring the best out of Malawi as she constantly markets it to brands in Ireland. She has created a massive potential for jobs in the creative sector in Malawi and... On a personal note, I am a testament to the effect that she has on people."



MUHLE NDWALANE, 23, SOUTH AFRICA

FOUNDER, ASANTE TECH SOLUTIONS

INDUSTRY: DIGITAL MARKETING AND TECHNOLOGY

"WE ARE AT THE FOREFRONT TO DRIVE SOLUTIONS TO ORGANIZATIONS SO THAT THEY CAN GROW, OPTIMIZE, AND CREATE A COMPETITIVE ADVANTAGE BASED ON THE CUSTOMERS' NEEDS..."

Muhle Ndwane says he has always had leadership qualities, an innovative mindset, and business acumen. His international exposure propelled him for great success in his journey.

Besides highlighting the importance of frontline workers, Covid-19 did a fantastic job of showing how digital marketers are the creative backbone of corporates.

At the helm of this trend is Ndwane's company, Asante Solutions – a digital solutions agency that delivers digital marketing and technology-based solutions to clients. One of them, Clinalytics, a healthcare technology company that gives healthcare professionals tools to enable them to provide services, talks about how quickly Ndwane's company adapted to creating content for the health space.

"I was very impressed with the way Asante Solutions carried out the work, from analysis to implementation and post-production support. Their analysis was always very complete, and easily understood by users and management so different system extension options could be evaluated with all relevant information," says Founder and Managing Director at Clinalytics, Jabulani Nyembe.

"I feel like we [Asante Solutions] are at the forefront to drive solutions to organizations so that they can grow, optimize, and create a competitive advantage based on the customers' needs while driving human experience. This will ensure that our clients' future is well-shaped and propelled for future business activities," says Ndwane.

In her assessment of Ndwane's business, Phuthi Mahanyele-Dabengwa notes that "Muhle is building a creative digital business that has potential to play a key role for many corporates".



"A LOT OF THE PEOPLE END UP ON THESE LISTS AND YOU DON'T FIND THEM ANYWHERE 10 YEARS LATER. I'M CERTAIN THAT YOU WILL FIND ESPERANCE SOMEWHERE 10 YEARS FROM NOW."

– FIRST LADY OF NAMIBIA, MONICA GEINGOS

DR ESPERANCE LUVINDAO, 28, NAMIBIA

MEDICAL DOCTOR, HEALTH ADVOCATE,
DATA MANAGER FOR THE COVID-19 NATIONAL TASK FORCE
INDUSTRY: HEALTH

"My passion is simple, the people!" Esperance Luvindao states. "The goal is quality healthcare for all, irrespective of socioeconomic background. Covid exposed numerous loopholes within the health sector. Particularly, the public health sector."

This was not the only time Luvindao noticed big discrepancies in healthcare. Having lost both her parents when she was six years old, she realized the disparities between healthcare afforded to those in the lowest socioeconomic groups and those in higher income groups.

This is how the journey for the medical doctor and health advocate began in Namibia.

Luvindao is also the founder of one of Africa's first free online medical consultation platforms, One Step at a Time, and a health expert for the Office of the First Lady of Namibia, Monica Geingos.

"I've personally seen a lot of these kinds of lists," Geingos tells FORBES AFRICA when approached by the Under 30 team for her take on Luvindao. "And a lot of the people end up on these lists and you don't find them anywhere 10 years later. I'm certain that you will find Esperance somewhere 10 years from now. And the Forbes list I think wants to have people who in the future are going to go out there and set the world on fire. And I think it's brilliant."

For Luvindao, it has never been about the exposure or being celebrated by a newspaper that wrote that she is "a Namibian doctor awarded by the Queen for offering 44,000 online consultations or telehealth services".

She says for her, it's about how does this help people in areas not always helped.

"It was an 'aha' moment," she tells FORBES AFRICA. "Because when we did the interviews later to explain how we reached so many people in the rural areas, a lot of people were like, 'oh, wow, you can do that, and why did we never think of that'. An enlightening moment for me was when the Minister of Health in Namibia reached out to me after this article, and said, 'I want to work with you, because I think for a lot of us, we have limited healthcare access to hospitals and clinics'."



DANIEL MUKISA, 28, UGANDA

CHIEF EXECUTIVE DIRECTOR, RIDELINK

INDUSTRY: LOGISTICS AND TRANSPORT



To further business growth and provide solutions-based interventions for transport constraints among Small and Medium Enterprises (SMEs), in 2017, Daniel Mukisa started Rideline, a ride-hailing service that links travelers to cars for transportation in Uganda.

“I fully conceptualized that the number one problem why SMEs don’t scale and many of them die in their infancy in developing countries [is due to transport],” Mukisa says. “Transport has been the top cause of SME failure accounting for up to 40% of all the costs in the supply chain.”

According to the Center for Strategic and International Studies (CSIS), in Africa, SMEs provide an estimated 80% of jobs across the continent, representing an important driver of economic growth.

Sub-Saharan Africa alone has 44 million micro, small, and medium enterprises, almost all of which are micro.

Growing up in rural Eastern Uganda, Mukisa’s mother ran an agricultural produce store where the whole family was expected to participate and contribute towards its daily running.

“I noticed that a lot of the proceeds from the store went towards transporting the produce from the store to the market. I challenged myself to come up with a solution that would curb the high transport costs that ate deep into the bottom-line of our small business. Rideline was born out of the need to solve the mismatch between the transporter and the producer and has since cut transport costs of its users by 30%.”

In a testimonial written for Mukisa, Thokoza Mjo, the head of the Anzisha Prize Fellowship, that Mukisa is a part of, stated: “Daniel has demonstrated a great ability to build a business of value that has the opportunity to make a significant contribution to youth unemployment across the continent.”

“RIDELINK WAS BORN OUT OF THE NEED TO SOLVE THE MISMATCH BETWEEN THE TRANSPORTER AND THE PRODUCER AND HAS SINCE CUT TRANSPORT COSTS OF ITS USERS BY 30%.”

WALTER ISOKO, 28, NIGERIA

CO-FOUNDER AND CO-CEO, FLUX TECHNOLOGY AFRICA (FTA)

INDUSTRY: ENTERPRISE SOLUTION

This is a candidate who got his “first taste for entrepreneurship” at the age of 15.

“I was developing, playing, and selling video games while also working part-time with SOKO LTD, a printing and publishing company owned by my father,” Walter Isoko says.

He co-founded Flux Technology Africa in 2016, an enterprise software solutions company providing technology solutions and services for SMEs, blue-chip organizations, governments, and institutions in Africa.

“I am responsible for the business development and overall operations in Africa. Under my leadership, Flux Technology Africa has handled major IT projects for major blue-chip firms

and global brands with a capital base of over \$100 million.”

A key vision for Isoko is to bridge the technology gap between Africa and the rest of the developed world as this has been a major concern for the Nigerian government and private sector in the last decade, according to Isoko. So far, the organization has trained over 10,000 youths and children from underserved areas in West Africa.

“I am very committed to this, for me, it is a matter of vision and it is clearly in line to tackle unemployment, bridging the technology gap and poverty that have hindered the capacity of many to do work and earn an income in a continent like Africa, with millions of multitalented people and limitless opportunities. I am fixing this problem.”



CARLA FRANKEL, 29, SOUTH AFRICA
CEO AND FOUNDER, TOP DRAWER COLLECTION
INDUSTRY: FASHION

"I founded this company when I was sick," Carla Frankel says with a shaky voice, when we meet in Botswana in April for the Forbes Under 30 Summit Africa.

When she says that, the people around her listen, as she unravels to FORBES AFRICA the story of how she created the Top Drawer Collection, retailing personalized luxury sleepwear, in South Africa.

"In life-altering moments, I stood at the crossroads and pushed boundaries and used negative experiences to create really great products and experiences, rather than choosing the road of defeat and victimization."

At the age of 21, Frankel was walking around campus and suddenly felt her feet burn, which actually turned out to be Sagittal Sinus Thrombosis.

"In other words, I had a stroke!" she recounts.

Two years before that, Frankel had already been diagnosed with two autoimmune diseases; antiphospholipid syndrome (APS) as well as Lupus. During her second year at university, she had another stroke during a four-hour exam. This resulted in three weeks of hospitalization and Frankel being unable to finish her exams.

It was during the recovery phase that she realized that the only thing in that "dark period" that lifted her spirits was the pair of matching pajamas her mom had bought for her from retail chain Woolworths.

"We would make quite a moment of them, put on face masks, and watch our favorite movies. Those pajamas with my mom weren't just pajamas — they were a layer of comfort and safety. They were an armor of sorts to me that helped me feel beautiful and safe even while so disconnected from myself, in this foreign body that didn't feel like mine."

Coming into this moment feels almost full circle for Frankel as she admits that she started reading FORBES AFRICA 30 Under 30 lists five years ago and had always been inspired by the stories of the founders in them.

"I noticed that a large commonality in each person was overcoming challenges to create solutions and innovate. Most of all, I found inspiration in how most of these people made the choice to voyage forward into the path of success despite circumstances being against them.

"A near-death experience is the reason Top Drawer Collection exists, and with every negative health experience I face, a new, even better product is born to meet the need that I would only know how to fulfill by walking through the thorns and making it to the other side."

Within six months of starting Top Drawer, Frankel says she received orders from South African celebrities such as actor-producer Connie Ferguson and influencer Kefilwe Mabote. Corporates like Unilever were also ordering sleepwear from her. Even when Covid-19 hit, she still managed her business.

"We have reached the market cap for the units that can be produced locally. I sell what I have, and there is a waiting list unbelievably long for those who didn't manage to secure a set on a restock day. I am very grateful for the desire for the product," Frankel says.



**"A NEAR-DEATH
EXPERIENCE IS
THE REASON
TOP DRAWER
COLLECTION
EXISTS."**

APAMPA OWOLABI (DAMMY TWITCH), 26, NIGERIA

PHOTOGRAPHER AND VIDEO EDITOR/DIRECTOR
INDUSTRY: ART AND ENTERTAINMENT

A lot of the time, the focus is always on the cover star, the subject or just the muse; never the person behind the lens. The saying ‘the picture is worth a thousand words’ is the perfect description for Apampa Owolabi, also known as Dammy Twitch, as he walks into the studio to meet us in Gaborone. His tall presence captures everyone’s attention but his quiet demeanor tells us that there is definitely more to the story... more or less a thousand words.

“In 2011, I developed an interest in photography. I currently can’t decide if nature sponsored my interest or it was just an excitement to bond with the camera my uncle had gifted me as I started taking the pictures of nature,” says Owolabi.

When Owolabi was at Taidob College at the time in Nigeria, he wanted to open his own studio but didn’t have the finances. Self-taught in video editing watching YouTube tutorials, Owolabi decided to use the only N50,000 (\$120) saved up from his allowance and rented the equipment to book his very first photoshoot.

Unfortunately, it did not go according to plan.

“I never got paid, the client changed his mind about the video and wouldn’t take my calls. I couldn’t call home for more money as I couldn’t justify the ask. So I sucked it up and lived off my friends for the next couple of weeks,” Owolabi tells FORBES AFRICA.

“This is a good place to insert an inspirational quote about tenacity but nothing about the hunger and dependency of those few weeks inspired me. I was ready to quit and just focus on school.”

But thankfully, Owolabi continued with his passion and has been the man behind the lens for some of the biggest names in entertainment like Jimmy Fallon, the Grammy Awards, Wizkid and Davido.

“The Nigerian A-list artist Davido was performing at the Lagos City Marathon and I got a DM from his management asking me to come to take pictures and videos of him. His team had commissioned three guys for the same job and on delivery, they loved my pictures and videos and brought me on board as a team member... This mindset got me on tour with him to about 30 countries and that was a major breakthrough in my first year of video directing.”

**“I CURRENTLY CAN’T
DECIDE IF NATURE
SPONSORED MY
INTEREST OR IT WAS JUST
AN EXCITEMENT TO BOND
WITH THE CAMERA MY
UNCLE HAD GIFTED ME.”**



DR NATASHA KASANDA CHIKONDE, 29, ZAMBIA

FOUNDER AND DIRECTOR, HAIR KWEEN ZAMBIA
INDUSTRY: BEAUTY

According to a report by the African Leadership University, in 2015, Euromonitor International estimated that \$1.1 billion worth of shampoos, relaxers, and hair lotions were sold in South Africa, Nigeria, and Cameroon. Furthermore, according to a 2014 *Reuters* report, the dry hair industry, which includes weaves, extensions and wigs, is also estimated at \$6 billion a year.

Part of this very lucrative market is Natasha Kasanda Chikonde, who began her business while in her fourth year of medical school in St. Petersburg, Russia.

"After having saved for a year, in March 2015, I had about \$3,000 and I took my first solo flight to China to go and purchase synthetic hair that I was going to sell on the Zambian market."

When Chikonde arrived in China, she had bought "the worst batch of hair which never sold and no one bought".

Devastated that all her savings had been depleted, Chikonde went back to medical school and eventually graduated in 2016.

Soon thereafter, she started practicing at the University Teaching Hospital of Zambia.

"I was not your conventional doctor because I was always told that I had the best hair in the hospital by my patients and fellow doctors. Most people asked me... 'why hair', and I said 'hair is every woman's crown'. So, I wanted to empower women and make them embrace their beauty with a variety of different hairstyles."

She began saving up her monthly salary to start Hair Kween (labeled "a luxury hair brand" on social media). In April 2021, Chikonde sold hair worth about ZMW1,000,000,000 (\$59,000) and that was motivation to continue.

"This made me believe that it is possible to achieve anything if you don't give up regardless of your background, social status and economic status," Chikonde says.



"AFTER HAVING SAVED FOR A YEAR, IN MARCH 2015, I HAD ABOUT \$3,000 AND I TOOK MY FIRST SOLO FLIGHT TO CHINA TO GO AND PURCHASE SYNTHETIC HAIR THAT I WAS GOING TO SELL ON THE ZAMBIAN MARKET."



DR JOAN RUGURU KIMANI, 27, KENYA

MEDICAL DOCTOR, FOUNDER AND CEO,
EXCITING PARENTING
INDUSTRY: CHILD HEALTH AND PARENTING

"I started the business with 3,000 Kenya shillings that I used for the name search and domain registration," says Dr. Joan Ruguru Kimani.

In a world where parenting has been made difficult due to finances or emotional instability and now especially coupled with Covid-19, Kimani's whole aim is to bring back that positive spin on parenting. And in addition to that, educating parents on children's health.

The idea of Exciting Parenting began when she was a student in a small residence room.

"I saw this as an opportunity to offer professional information

in regards to parenting and child health. Other topics such as marriage and real estate have information sources from people who have dedicated their whole lives to doing this kind of work. I realized the field of parenting was pretty scarce," says Kimani.

In a testimonial for Kimani, Jomo Kenyatta University Senior Lecturer, Chairman and Dean for the School of Medicine, Dr. Justus Maingi Simba says: "At her age, Joan has done what most individuals would achieve in their lifetime. I am confident the opportunity presented to her by being in this class will help her make the world a better place than she found it."



Warrick Ross

DRIVING

With more demand for e-mobility options in recent times, a South African startup is now driving e-bikes as a game-changer in the delivery industry.

BY LILLIAN ROBERTS

POWER

MOTORBIKES ARE UBIQUITOUS IN AFRICA, weaving through traffic as a mandatory motif in the continent's bustling bazaars and raucous streets.

Consider the *boda bodas* of Kenya or the moto-taxis in Rwanda, and with the pandemic, the spurt witnessed in the number of professional delivery services, and sadly, with that, bike accidents too.

In South Africa, *Reuters* reported a 30% jump in food courier-related accidents when lockdown restrictions slightly eased in mid-2020.

Most online applications that offer food delivery services reportedly consider drivers as contractors and not employees, so they are not eligible for sick leave; they pay for their own bikes and helmets, and the insurance schemes offered often do not provide adequate protection, if they are offered at all.

But what if there was an alternative to the costly and dangerous way to deliver food in the gig economy?

It's an e-bike, a 52MM high torque motor with a 1970WH dual battery that can go 90km-150km before needing another plug-in to charge. Sticking to current regulations, it goes 25kph.

If the right infrastructure, such as proper bike and bicycle lanes, comes into effect in Africa, e-bikes could be a game-changer – and not just for delivery workers.

Green Riders is one such brand.

If it runs out of juice, you don't have to push it to a service center; trundle on until you find a power source. A ViziCube display on the back can play adverts – akin to outdoor advertising – creating another source of income for the drivers.

Warrick Ross, the Director of Green Riders, says about this feature: “Not only is this good for commercials, allowing for delivery riders that cannot rely only on the margins of delivery – that 12 rand, that 15 rand (\$0.7/\$0.9) – to make it sustainable.



And this is why we think we've cracked it on the sustainability side."

Not using petrol also significantly lessens driver costs, so it's win-win.

"We are looking at focusing on activations as well. And because deliveries are done in a peak period, at lunchtime, and then at dinnertime. In the morning, there's not much happening. So we could be doing an activation for a company; everybody lined up on the beach front, and everybody can earn a share of that activation fee for that day.

"And they've already, so trying to get creative on how these guys can earn, and

“

Trying to get creative on how these guys can earn, and how we can maximize this whole commercial model.



“

I couldn't overstress the love we have for Africa, as South Africans. So definitely, Africa is a core focus. And it's also where the biggest opportunity happens to be. That's just a blessed alignment.

how we can maximize this whole commercial model,” Ross adds.

Green Riders, initially called Pathway Cycles, has been in the process of rebranding as well as expanding into different e-vehicles. This comes after a Series A fundraising.

The startup was commercially launched in South Africa in 2020 by Craig Atkinson and Trevor Wentworth, with Ross as Director, tapping into the need for eco-friendly modes of transport in Cape Town as well as the new reliance on motorbike deliveries.

Ross says the demand for e-mobility options has shot through the roof, and there's a real willingness to try it.

Green Riders currently employs 84 people. Working with big names like Bolt Food, RocoMamas, Midas, Roman's Pizza, KFC and Waterfall City, they recently signed a contract to send 180 e-bikes to a company called eBee in Kenya, and have a partnership with another company in Morocco.

“I couldn't overstress the love we have for Africa, as South Africans. So definitely, Africa is a core focus. And it's also where the biggest opportunity happens to be. That's just a blessed alignment.”

Ross and Atkinson stayed nearby in the same complex and both quit their full-time jobs to pursue e-mobility options in South Africa. Ross says his co-founder Atkinson is the visionary, while he's the numbers guy and director of operations the rest of the time.

It's been a roller-coaster since they started.

Beyond Cape Town, Ross adds it will take five to 10 years to get the infrastructure for e-vehicles right in South Africa.

“It's a national move that the country is [going] towards, and it's just going to be a slow process. It's not just for us, I mean, this needs to happen. And we are just all blessed to be a part of the consultation process.”

The regulations around e-bikes means it lowers the barriers of entry for riders and therefore opens up opportunities for employment, because you don't need a driver's license.

While you have to learn the rules of the road with Green Riders, it's still faster and easier, says Ross.

“And obviously that then feeds into the petrol price. Because even if you do go through the whole process and the cost of getting a motorbike, and your motorbike license, you're not paying 50 to

100 rand per day on petrol (\$3-\$6). This is a very ugly industry, in that the driver gets squeezed; the aggregator is always going to charge the maximum fees possible.”

Core to Green Riders is not just making a difference to the planet, but to its people.

“We insure all our e-bikes for the riders that don't insure it. And when you have a certain number of bikes in your policy, it's actually not that expensive. You get that economy of scale.”

He adds that it's just the right thing to do, for human safety and long-term viability.

According to Ross, they have sourced the best batteries in the market, for the longest life on the road.

Green Riders has partnered with accreditation facilitators and are in talks with others, as hosting providers for learnerships.

Ross explains that after this, there's still need for upward mobility. Recruiting individuals and access to a market is where they want to come in, to provide an e-bike that can be paid off at a rate the banks approve. He explains that this is a way for self-reliance, as they can acquire a bike, pay it off, and perhaps buy another one.

The workshops for the drivers can be in administration or technical applications like bike assembling.

“So it's not mandatory, but we find the people who want to do more, asked to learn more, and then they're able to do more and are able to learn more. So it's just the right cycle.”

Another benefit to the workers is that Green Riders has created an integrated management system for accepting orders, so riders don't have to minimize each app they get an order from, and can streamline their acceptance of orders. This can improve their key performance indicators. An integrated management system also benefits restaurants, because they have one tablet that they can accept orders from, instead of multiple devices, ringing often at the same time.

“And they don't speak to one another so you end up having delays on your food. So it's also good for the restaurant. And we found a lot of interest in this.”

The service has been going through development for months. Ross says April 1 saw the restaurant Ciao Pizza and another called The Charcoal Oven and Grill in Cape Town utilize the system with great success. Another bonus for the riders – a full charge on an e-bike to travel 90km-150km costs only R5.24 of electricity. That's less than \$1. It costs approximately \$24 (R384) to go the same distance with petrol. 

Family Governance Starts With Affinity

Family Governance is not a buzzword. It has global economic relevance.

Stellenbosch Institute for Family Governance, by SFO, partners with Stellenbosch Business School to pilot *AffinityLab*; a family focused research incubator to nurture and stimulate familial cooperation in Ultra-High-Net-Worth (UHNW) families.

Data from research providers in financial services and academia support the relevance of thinking in familial terms. Forbes projects the greatest wealth transfer in history from baby-boomers to next generation custodians, estimated at over 30 trillion dollars over the next 20 years, with significant inherent risk of failure. According to the Oxford Ownership Project, an estimated 70% of global businesses are owned by families.

Everyday interactions with family enterprises are closer to home for people buying products from big brands such as Louis Vuitton, Samsung and LEGO. Family governance is relevant, and it is in the interest of the world economy for family enterprises to grow, whereas the families which own them are likely to grow apart.

Family governance, especially familial cooperation, remains a challenging topic due to the complexity of relations in these organisations, compounded by the newly realised knowledge gap. Industry-wide, financial services professionals understand the need for sound governance but run the risk of putting the cart in front of the horse by relying on so-called best practices of what worked elsewhere. Rather, we as financial services professionals, should be working with families to develop the best familial cooperation practices that are relevant for them and their context.

A deeper understanding of cooperation within families is key to gain traction with family governance. But, if a family is unable to work together as a family of affinity foremost, one cannot reasonably expect wealth transfers to be sustainably successful.

AffinityLab intends to address latent familial cooperation needs. UHNW families typically consist of multi-generational branches with members located in various jurisdictions, pushing global families to rethink wealth management strategies beyond investment performance. In times of geopolitical crises questions around goal-based investing are extending to goal-based living, reaffirming the need for a consolidated strategic approach to family governance. Starting with the need to establish Affinity as a primary goal of family and puts familial cooperation squarely in the research focus of *AffinityLab*.

Entitlement and perceived inequity frame familiar problems in UHNW families. These problems negatively influence family organisations and do not typically allow for cooperation or a sense of interrelated affinity. Furthermore, these problems intensify alienation and place unique strain on family branches, driving at best, superficial cooperation for short-term gains. Once this occurs, it is a question of time before the family implodes, dividing their assets at the cost of cooperating as a family.



“

Cooperation needs to be at the heart of family strategy for families to realise goal-based living together. Family Governance starts with Affinity.

– Gerrit Schmidt III (MSc) Chief Commercial Officer and Head of Affinity Research.

The family is stronger by design if able to meaningfully engage members, at varying levels of involvement, in their enterprise. The purpose of an enterprising family should not be limited to a specific industry or specialism. Family purpose should, however, be specific to the ideals of working together as a purpose-led organisation with established collaboration from members who share the common vision and lived purpose. Stellenbosch Institute for Family Governance by SFO specialises in family-management consulting by helping businesses and business families to realise these ideals. We design family structures conducive to nurturing inclusivity and developing proficient Ultimate Beneficial Owners.

Coming back to the idea of putting the cart in front of the horse, financial services providers should primarily be thinking in terms of succession development and designing purposeful family structures conducive to more than tax efficiency and return maximisation.

The qualitative aspects of wealth management matter and the disruptive work of Africa's first Institute for Family Governance has the potential to shift family enterprise futures, stimulating the global economy.

Family Governance starts with Affinity. Started by SFO. A family focused financial services group.

Just-In-Time BILLIONAIRE



Calendly was built out of frustration. Now the scheduling app is worth \$3 billion — and the subject of a heated Twitter spat among Silicon Valley elite.

BY AMY FELDMAN

TOPE AWOTONA, THE 40-YEAR-OLD founder and chief executive of Calendly, leans back in his chair and lets loose a loud guffaw. “You call it on message, I call it the truth,” he says, slapping his hands on the table. The truth, as Awotona has it, is that everyone needs Calendly, his scheduling software, to lead better, more productive, happier work lives.

Nine years ago, Awotona started Calendly, pouring his life savings of \$200,000 into it and later quitting his job selling software for EMC. Today, the company has 10 million users and counts Lyft, Ancestry.com, Indiana University and La-Z-Boy among its customers. Revenue last year passed \$100 million, double what it booked the previous year. It could double again this year.

The company, which was founded in Atlanta but no longer has any physical offices, has been profitable since 2016. Last year it raised \$350 million in funding from OpenView Venture Partners and Iconiq Capital at a price that values the business at \$3 billion. That means Awotona’s majority stake is worth at least \$1.4 billion, after the 10% discount that *Forbes* applies to shares of all private companies. Awotona is one of just two Black tech billionaires in the United States, along with David Steward, the 70-year-old founder of Missouri-based IT provider World Wide Technology. “Tope could be the most successful African-American tech entrepreneur of his generation,” says David Cummings, founder of Atlanta Ventures, which led a \$550,000 seed investment in Calendly seven years ago.

Calendly doesn’t have the scheduling business to itself. Square, Microsoft and Zurich-based Doodle offer competing products. But Calendly has gained traction with its sleek, consumer friendly design and its freemium model that lets it gain paying customers with no marketing.

Awotona is now moving beyond scheduling meetings to creating tools that help recruiters, salespeople and other white-collar workers manage those meetings before and after they occur. That means routing meetings to the right person at a large company and adding relevant documents, such as agendas and budgets, that are needed to make the meeting run more smoothly in the invitation itself. It also includes integrating with productivity tools like Salesforce to track results.

“

In my life, I’ve benefited from not taking the conventional wisdom. It’s benefited me personally, and I think it has benefited the business.

Others may view scheduling meetings as drudgery, but Awotona sees it as key to making connections to everything that happens within an organization. This expansive view allows him to speculate that the global market Calendly is selling into is potentially worth \$20 billion.

“In my life, I’ve benefited from not taking the conventional wisdom,” Awotona says. “It’s benefited me personally, and I think it has benefited the business.”

Awotona was born in Lagos, Nigeria, into a middle-class family. His father was a microbiologist and entrepreneur; his mother worked at the central bank. Lagos, a city of 15 million, is economically vibrant but dangerous. When Awotona was 12 he witnessed his father get shot and killed in a carjacking. “There was a part of me, from a very early age, that wanted to redeem him,” he once said.

In 1996, when he was 15, he moved with his family to Atlanta. He studied computer science at the University of Georgia, then switched to business and management information. “I loved coding, but it was too monotonous,” he says. “I’m probably too extroverted to be a coder.”

Instead, he sold software for tech companies, including Perceptive Software, Vertafore and EMC (since acquired by Dell). He also founded a few businesses on the side: a dating website, a company that sold projectors and another that sold garden tools. All three were flops.

His idea for Calendly was different in that it was sparked by his own frustration as a salesman setting up meetings — a task that would sometimes take dozens of emails and days of delay. “The obvious idea to me was that scheduling is broken,” he says.

In 2013, he launched Calendly from Atlanta Tech Village, a coworking space for entrepreneurs. To fund it, he raided his 401(k) and maxed out his credit cards. “It could’ve gone really badly,” he says. “With my previous businesses, I hedged my bets a little bit and gave myself a way out. With Calendly I flew into a war zone and put in every cent I had. If you’re going to do something, you have to go all in.”

For programming help he contracted with Ukrainian firm Railsware. Awotona was in Kyiv eight years ago as protesters battled government forces in the streets. Now, amid the war, Calendly has helped relocate its 10 Ukraine-based contract developers at Railsware and has provided financial support to them and their families.

By late 2013, Awotona had a viable product but no cash left. Seed investors, led by Cummings, came to the rescue with a half-million dollar infusion. Calendly is free for individual users, but typically costs corporations \$25 per user per month. “Employees sing the praises of our product to their higher-ups and it bubbles up,” Awotona says. “That’s the Trojan horse of how we get into companies.”

Enterprise customers can set up customized landing pages, route meetings to specific groups of people and connect their Calendly software to other tools, such as Salesforce, Stripe, Zoom and Hubspot. Large customers, which Calendly defines as those paying more than \$100,000 a year, have grown tenfold over the past 12 months as Calendly has built up its internal sales team. Publicly traded car shopping site CarGurus, for example, has scheduled some 2,000 sales meetings with its dealers through Calendly since signing up last May. That has meant savings of 500 hours of employees’ time, says CarGurus senior digital strategist Michael Riley, who led the Calendly rollout.

Last June, US Foods, a large food supplier based outside Chicago, rolled out Calendly to 100 people who work with independent restaurants, mostly mom-and-pop shops. The deal let US Foods set up customized templates for meetings, in both English and Spanish, and incorporate new sales and other outcomes into its strategic planning. “That visibility was a huge selling point for signing an enterprise agreement with Calendly,” says David Eschler, vice president of restaurant operations at US Foods. For its corporate customers,

Awotona says, the cost of Calendly is more than offset by productivity increases.

The power dynamics of Calendly can be complicated — who invites, who accepts — especially for those professions, like venture capital, in which that kind of thing really matters. Awotona, who says that hasn’t been an issue for the typical recruiter or salesperson, watched in amazement as his firm became the object of a Twitter war this winter. Sam Lessin, a VC with Slow Ventures, tweeted about his hatred of Calendly on January 26, calling it “the most raw/naked display of social capital dynamics in business.”

“

With my previous businesses, I hedged my bets a little bit and gave myself a way out. With Calendly I flew into a war zone and put in every cent I had. If you’re going to do something, you have to go all in.

“Who hurt you Sam,” riposted Dustin Moskovitz, the billionaire Facebook cofounder whose project manager business, Asana, is a Calendly customer. Added VC Marc Andreessen (net worth \$1.7 billion) in a since-deleted tweet: “Notice with immediate effect: Anyone who disregards my Calendly links will be permabanned from raising venture capital in Silicon Valley.”

Awotona says the kerfuffle led to tens of thousands of new users signing up. “Our marketing team has spent a lot of time thinking about how to get people talking about Calendly this year. We didn’t know the easiest way was to put out some tweets,” he says. “We couldn’t have planned it better.”

Now Awotona, who took the 424-person company fully remote last summer, plans more features to push Calendly further into what needs to happen before meetings (such as having candidates’ résumés attached to recruiters’ calendar invitations) and after them (such as increased analytics). He’s also planning international expansion, believing that the pain of scheduling is felt across all geographies and languages.

“The opportunity to make each meeting efficient and achieve its stated purpose is what we’re about,” says Awotona, who confesses to spending 25 hours in meetings in an average week. “We see scheduling as an opportunity to set the meeting up for success — how you schedule the meeting, simplified preparation and follow-up. That is our grand vision.” 

MODERN CYBER SECURITY FOR ENHANCED IT RESILIENCY.

Cyber attacks never sleep, but with Dell Technologies you can have peace of mind that your data and IT assets are secure, protected and available. We stop at nothing to help thwart cyber threats with intrinsically secure infrastructure and devices, comprehensive threat detection and response, data protection and cyber recovery.

\$13 million is the average cost to organizations resulting from cyber crime

Featured security solutions for today's biggest threats:

1. **PowerProtect Cyber Recovery**

Multiple global regulatory agencies recommend that an air-gapped data vault with data isolation and immutability is needed for secure data recovery after ransomware attacks. PowerProtect is a data vaulting solution designed to fit any IT strategy.

2. **Dell Trusted Devices**

With 70% of breaches originating at the endpoint, a secure ecosystem starts with Dell Trusted Devices. Dell Safeguard and Response powered by VMware Carbon Black, Secureworks and Dell is just one of the many tools to help prevent, detect, and respond when advanced malware and cyber attacks occur

3. **Dell Supply Chain Security**

New technology purchases can be corrupted even before you install them. Dell Supply Chain Security is a fully integrated process of developing, sourcing, building and delivering IT solutions that have not been tampered with. A core element, Secure Component Verification, is a hardened system identity framework that attests to the authenticity of hardware and firmware subsystems

4. **Dell Technologies Managed Detection and Response**

Dell Security experts monitor for threats 24x7 using the Secureworks® Taegis™ XDR security analytics platform. We help contain and resolve known threats, identify new attacks, and quickly engage to help you initiate recovery steps if a breach occurs.



TWO'S COMPANY

Eritrean twins Feven and Helena Yohannes were born in a house made of mud, grass and sticks in a refugee camp in Africa. Today, their Los Angeles-based black-owned beauty business and cosmetics line is an Oprah favorite and during Covid-19, sales for 2.4.1 skyrocketed.

BY PEACE HYDE

LOS ANGELES-based twins and beauty entrepreneurs Feven Yohannes and Helena Yohannes are no strangers to life's struggles. In fact, struggles preceded their birth.

The story they have heard their parents often say is of their long months journeying from their home country Eritrea to Sudan as refugees in search of a better place during the uncertain years riddled by conflict in the eastern African country.

And along the way during this perilous trip, the twins were conceived.

What was this long walk like, they once asked their father.

“And my father said with that bright African smile, that it’s like walking from Los Angeles to San Francisco. He said ‘it took us a few months, but we got there’. That had such a profound impact on me,” says Feven.

Their father, a respected political leader who was a freedom fighter in the war between Eritrea and Ethiopia, embarked on the journey after sustaining injuries when his comrade stepped on a landmine.

It was a close call, and that was the first “miracle” for the family.

The second was the twins’ birth and survival.

Several mothers died during childbirth given the lack of proper healthcare in the refugee camps. Having twin babies was almost certainly seen as a death sentence. Initially, it was believed the girls’ mother was having “a big baby boy” because there was no technology on hand to discern the nature of the pregnancy.

“

Our struggles were an opportunity to grow.

– Helena Yohannes

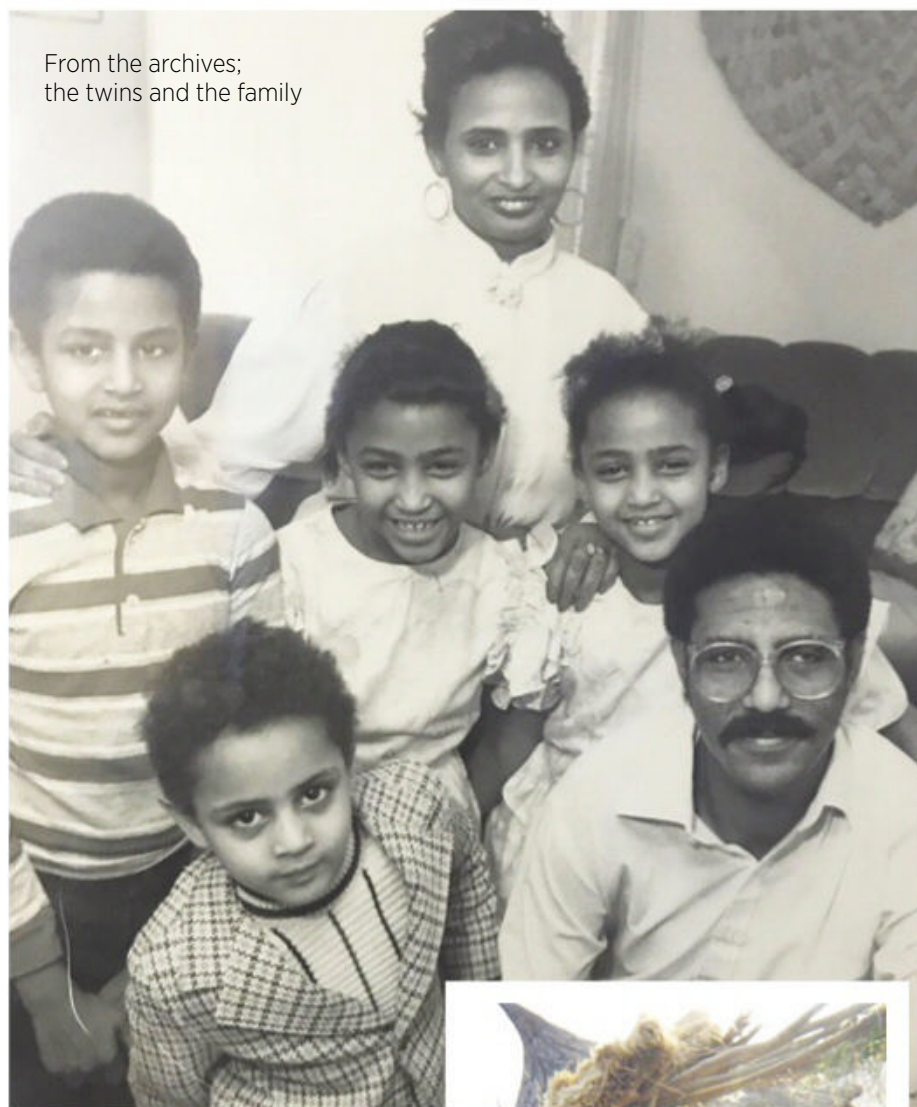
“So, we were born in the camp. I came out first and then 15 minutes later, my sister came into the world. It was the biggest shock in the refugee camp.... Our house was made out of mud, grass and sticks,” recalls Feven

of those early years.

After a while in the camp, their father decided there had to be a better life for the family and actively began to look for opportunities elsewhere. One serendipitous day, their mother overheard a conversation about the United States (US) Green Card lottery system and soon after, their next miracle began to unfold.

Helena offers a graphic description of that hot day in the African sun when things started to change: “So, our mother waited in the hot sun with twins in a queue that was almost a mile long and she sees a tree and walks over to the tree for shade. She sees a white guy who looked out of place standing by the tree but she wanted the shade. The white guy asked her ‘are these girls twins’ and my mum couldn’t understand English so someone explained it to her and my mother said ‘yes’ and she says that the man walked us all the way to the front of the queue because twins [were not known to] survive at the time. So, we

From the archives;
the twins and the family



were like a miracle in the camp.”

And that is when the family got their first big break. After winning the Green Card lottery that gave them the opportunity to immigrate to the US, the family relocated to Memphis before moving to Rochester, New York. Even though they were now finally on greener pastures, the struggle continued.

Their father worked as a janitor while their mother labored as a cleaner for the Presbyterian Church that had sponsored their American dream.

From those early days, they learned the power of family.

“My dad got his masters in Green Public Policy and my mother became a nurse and we always used our struggles as a way to motivate us. Our mum would work night shifts as our dad would go to school during



The twins’
home at
the refugee
camp in
Sudan

the day and they would almost take turns building a family unit and really showing us what it looks like to have a healthy marriage and a healthy relationship. Our struggles were an opportunity to grow,” says Helena.

And that growth has led them from being political refugees to becoming hardcore businesswomen, creating 2.4.1 Cosmetics, a line of hypoallergenic lip and eye makeup, which made it to Oprah’s Favorite Things list in 2020.

The twins keep their Eritrean roots as a key philosophy in their new business. Product names like The Red Sea are all nods to their heritage.

“We initially chose 2.4.1 because growing up as twins, people would always ask us ‘are we two for one’? My father would have a look of confusion on his face. Then he said to us one day that ‘there is no discount on your self-worth, you are Feven and you are Helena’ and that lesson never left us. We still instill those lessons through our brand ethos and are blessed to have a father who is a feminist in a way,” says Feven.

The company was launched in 2019 after four years of incubation.

“We started looking at the beauty industry and how the people who are heavy-hitters and who are making the decisions about the kind of makeup we are wearing don’t really understand our experiences. They are making decisions not valuing us and more valuing the dollar,” says Helena.

The twins discovered along the way that ultimately the whole essence of beauty was giving women a sense of affirmation.

But no sooner did the brand launch than Covid-19 wreaked havoc across the world.

“The company was building up and gaining momentum. There was no PR team, it was just the two of us. Then, March 2020 and Covid hit,” says Feven.

Their product’s biggest competitors unexpectedly were toilet paper and hand sanitizers. Covid-19 restrictions meant that people were now wearing masks and beauty seemed to take a backseat. Luckily, the Black Lives Matter movement which gained global attention brought in some relief as consumers decided to actively seek out black-owned businesses to support.

“People decided we can vote with our dollars and decided to support us and we got media and press and we went from zero to sales of 600%,” says Feven.

From trying different entrepreneurial pursuits, ranging from a failed wedding app to a fledgling fashion and lifestyle blog, it seems the Yohannes twins have now finally found their calling.

And their past failures have taught them two invaluable lessons. First, about the power of execution. They use social media and storytelling to constantly engage with their loyal following who are growing daily.

Secondly, the power of believing enough in yourself to self-fund your own ideas. And the reason they had to go that route? “Funding is really hard for people of color; 0.2% of venture funding only goes to people of color. Investing in black women is really good business. When you look at the beauty landscape, we outspend by nine times more than non-black women but yet we are overlooked and overshadowed and that is ridiculous.

“We didn’t take the venture [capital] route, so we are 100% owned and we put our own money into the business. It’s okay to start small. We think the fastest way to get to where you are going is to start slow. We may not have all the funds but we have a loyal customer base,” says Feven.

The long-term goal after cracking the US market is to expand their beauty offering across Africa and give back to their motherland. They are shaping the beauty industry and new thinking for other entrepreneurs too on the cusp of change. 

“

People decided we can vote with our dollars and decided to support us and we got media and press and we went from zero to sales of 600%.

– Feven Yohannes



BY ABRAM BROWN

THIS NEW HOUSE

After nearly 300 years of doing business in old-fashioned ways, Sotheby's rewrote its playbook during the pandemic by embracing the frothy NFT market and a Netflix-like algorithm to make a serious bid for a new generation of clients.

IN THE FALL OF 2020, a young staffer in Sotheby's Contemporary Art department made a bold pitch to explore a new asset class, hoping to score points with Charles Stewart, the company's new CEO. Stewart hadn't heard of NFTs — non fungible tokens, now famous for birthing Bored Apes and CryptoPunks — but he was intrigued. Maybe there was something in it for the venerable auction house founded in 1744.

"I certainly didn't anticipate what was going to happen over the next 12 months," says Stewart, 52.

Indeed, few could have predicted that within a year NFTs would become as coveted as a Picasso or a Porsche to a new generation of young, crypto-obsessed collectors. Sotheby's sold nearly \$100 million of NFT art and other digital collectibles in 2021 — admittedly a small portion of the \$17.6 billion purchased worldwide last year — and less than the roughly \$140 million sold by its chief rival, Christie's. (Though about half of that came in one record-setting sale, the \$69.3 million auction

last March of a collage by the artist known as Beeple.)

Sotheby's expects to increase its share of that market this year even considering NFTs' hypervolatility, against which it has hedged with sales in other new markets and its core Contemporary and Modern art sales. OpenSea, the largest NFT marketplace, had a record January, with \$5 billion in sales. By late March, trading volume had decreased more than 20% from a month earlier.

“Sotheby's is definitely trying to be our best friend. Their philosophy is, basically, that they'll do whatever they can to be the frontrunner.”

Dual forces have pushed Sotheby's to modernize: the pandemic and fresh ownership. In 2019, French telecom magnate Patrick Drahi (net worth \$6.6 billion) took the house private in a \$3.7 billion deal. The transaction concluded a two-decade period in which Sotheby's stock dropped over 40% from

June 2018 to June 2019 (while the S&P 500 stayed flat), revenue fell 4% in its final year as a public company and a price-fixing scandal sent its chairman, Alfred Taubman, to prison in 2002.

The picture for Sotheby's is considerably brighter these days. Much of that is thanks to Stewart, a former investment banker who left the CFO job at Drahi's Netherlands-based telecom, Altice, to join Sotheby's. Since his arrival, the house has shifted some of its focus to NFTs and other nascent markets — luxury sneakers, rare teas — and made greater use of big data to guide how it manages sales and clients.

Sotheby's rang up \$7.3 billion in sales last year, up substantially from 2020 (a 38% increase) and 2019 (22%). “The pandemic



Photo by: Stephen Bondio, Alive Coverage for Sotheby's

BIDDER UP

Sotheby's CEO, Charles Stewart (left) and his team (Lisa Dennison, Brooke Lampley, Mari-Claudia Jimenez, Grégoire Billault and David Galperin) have used big data to leverage the auction house's enormous client base.

allowed us to rethink the conventions of the art market, which run deep," Stewart says.

One of the first things Sotheby's needed to do in the age of Zoom was change how it conducted its auctions to avoid the perils of other in-person events. ("Like the opera," Stewart says.) While phone bidders have long been a staple of most sales, the highest-profile auctions had largely viewed the internet as "an afterthought," he says. "It would've been like a high school production with a webcam."

When Sotheby's auctions

went online in June 2020, their livestreams felt like a cross between *Downton Abbey* and an energetic CNN broadcast. (With Covid restrictions easing, live audiences are returning.) Sotheby's chief auctioneer, Olly Barker, was fitted with a newscaster's earpiece to ensure the production booth could relay the latest bids to him. The set featured six flat-screens showing rooms in New York, Hong Kong and London fielding bids over the phone, the telecast switching back and forth from Barker and the phone rooms as a news anchor might with reporters in the field. Sotheby's highest-profile auctions now attract close to 2 million views online, up from a few thousand in recent years. Last year, 92% of all bids came via the web, roughly triple the portion from 2018.

Stewart has also leveraged the company's extensive database of clients — including its FYEO (For Your Eyes Only) system, which tracks private sales — to learn more about who is buying and what else they might be interested in. Sotheby's is now experimenting with predictive algorithms that operate

“

The pandemic allowed us to rethink the conventions of the art market, which run deep.

a little like Netflix’s movie recommendations, tracking a customer’s interests and offering suggestions for Sotheby’s salespeople. Stewart would also like to see the company’s art market specialists build their personal brands online to attract young, web focused buyers: “There’s a place on social media for someone to be an expert on contemporary Southeast Asian art.”

What are those experts selling? Some of it is quite traditional. Last year, Sotheby’s scored big with a \$676 million sale of blue-chip 20th-century art (Rothko, Pollock, Twombly) from New York real estate mogul Harry Macklowe and his exwife; a second portion of their collection, including pieces by Andy Warhol and Gerhard Richter, will go under the hammer in May and could break the \$832 million record for a single-owner collection set by the David Rockefeller estate in 2018.

Much of Sotheby’s revamped business is less conventional, though. Last October, it sold a pair of Michael Jordan-worn Nikes for \$1.5 million (a record for sneakers). Two months later, it moved more than \$1 million worth of rare tea in Hong Kong, its first such auction and one of several concerted efforts to

cater to Asia’s increasingly moneyed clientele.

NFTs, of course, remain a big part of winning over the next generation of collectors. Sotheby’s might have missed out on the Beeple sale in March 2021, but it countered a month later, selling \$16.8 million worth of work by the anonymous artist Pak that attracted some 3,000 buyers. Then came record-setting prices for two of the most popular cartoon NFTs: \$11.8 million for a single CryptoPunk (a rare alien) in June 2021 and \$3.4 million for a Bored Ape (a golden-fleeced primate) that October.

Now Sotheby’s is planning a third iteration of what it calls its Natively Digital sales, a name meant to recall the industry’s stately, semi-annual evening sales.

To further court the crypto crowd, in May 2021 Sotheby’s started accepting payment in bitcoin and Ethereum, the two most popular cryptocurrencies. Last July, an anonymous bidder paid more than \$12 million in crypto for a pear-shaped, 101.4-carat diamond. In November, the auction house shepherded ConstitutionDAO, an investment group originally assembled over Twitter, through the auction process as it tried (unsuccessfully) to purchase a rare copy of the U.S. Constitution after crowdsourcing more than \$40 million in Ethereum. The document eventually sold to billionaire Ken Griffin for \$43.2 million. To minimize its exposure to crypto’s wild swings in value, Sotheby’s has a policy of converting to fiat currency within weeks of a sale.

Eventually, Sotheby’s hopes to convert these cryptopians into collectors of fine art, wine and jewelry, creating a flywheel effect. To some extent, the strategy is already working. After amassing a sizeable NFT collection, Justin Sun, the 31-year-old founder of the Tron crypto platform, purchased a \$78.4 million Giacometti sculpture in the Macklowe sale. “I’m open to all the trophy art,” he says. “Sotheby’s is definitely trying to be our best friend. Their philosophy is, basically, that they’ll do whatever they can to be the frontrunner.”

While NFTs are a great way for Sotheby’s to reach the young and newly rich, they are also high-risk. In February, a much-publicized Sotheby’s sale of 104 CryptoPunks was expected to fetch as much as \$30 million. But the evening ended before it ever really began—with the seller canceling the auction 30 minutes after its set start time, probably triggered by a 35% drop in Ethereum’s price in three months. When the auction house announced that the sale wouldn’t go forward, several people in attendance audibly gasped. Sotheby’s tried to make up for the embarrassment with more trays of champagne and a rambunctious after-party featuring a DJ clad in a CryptoPunk helmet, Marshmello-style.

Then there’s the matter of an NFT learning curve for some investors. “It’s quite funny,” says Michael Bouhanna, a Sotheby’s vice president and co-head of digital art, “but sometimes when I sell an NFT, they ask, ‘What should I do with it?’” In truth, NFTs are mostly displayed as social media profile pics on a computer or phone, although some hope to use these purchases as avatars in future digital realms, such as Facebook’s proposed metaverse. “It’s not like with a painting. That’s very clear. You hang it.” 

Sebastian Daniels' Ground Culture is focused on bringing township entrepreneurs into the formal economy, helping bridge the gap in Cape Town with an online store and cafés stocked with products made locally by them.

BY LILLIAN ROBERTS

WHAT happens when a 52-year-old beekeeper from the Khayelitsha township in Cape Town meets an entrepreneur born in 1994? Old school meets new energy and honey gets sold at 10 times the rate it used to, as the beekeeper is now connected to the formal market. This is what Sebastian Daniels does best, integrating the informal eKasi economy in Cape Town with mainstream market systems.

Daniels' parents were both journalists and he had a good upbringing, also at times attending protests with his mom. This was the beginning of understanding how deeply segmented South African society was – and continues to be. Delving into history and Steve Biko, Daniels desired change.

First, he began working with the idea of creating a Stokvel app called Yethu, centered around the country's famed Stokvel savings

FROM THE GROUND UP

Ubusi Honey's Msokoli Zilani with Daniels



concept, where members contribute an amount regularly and receive a lump sum payment. It's how many in the lower income groups in South Africa save up for buying furniture, building houses or sending kids to school.

"People were so interested in what we had to offer. But what ended up happening is that we started building a

system around the formal economy, and lost track of who our actual customer was in the end," explains Daniels to FORBES AFRICA.

"When we launched people were like, 'oh, we don't want this, this is the bank'. You know, and that's kind of really where you can start to like really see that the divide still exists, and that the informal economy

operates in its own way that the formal sector doesn't understand and doesn't want to understand. The formal sector wants it done its own way."

Two and a half years ago, Daniels' dad passed away

after a battle with dementia. An accomplished writer, his dad wrote 'Sunny Side Up' breakfast reviews that featured in 'Weekend Argus' for years. He was familiar with most of the coffee places having done reviews of over 150 establishments.

Inheriting that public connect, Daniels too made a commitment to go into Khayelitsha once a week, in order to understand the informal sector better.

Since then, he has made many connections that have eventually led to successful collaborations, such as between Siyabonga Mbaba and George Kirkinis. Mbaba runs the event, Ghetto Sessions, and it resonated with Kirkinis, who found sponsors for the music festival.

"That's one of the proudest connections I made because I wanted to take someone that I felt was cool, to something that I thought was cool. And through that, a whole lot of other stuff happened," explains Daniels.

"And that's the level of where we need to understand white privilege and that kind of thing. It's so much more than meets the eye. And it's so much less that you need to do sometimes than you think. It's often just one connection, one bit of guidance. Help someone with a pitch or a plan. Small things. It's much smaller than you think. [We] need to get rid of that negative stereotype," Daniels adds.

In Khayelitsha, Daniels also met Lufefe Nomjana from

“

It's often just one connection, one bit of guidance. Help someone with a pitch or a plan. Small things. It's much smaller than you think.



With Lufefe Nomjana

Spinach King, Msokoli Zilani of Ubusi Honey and Sikelela Dibela from Siki's Koffee Kafe.

Incorporating all their products, during the lockdown, Daniels developed Ground Culture, an online store for local goods focused on bringing township entrepreneurs into the formal sector. He started strong, with 100 orders a month, and many repeat orders.

Ground Culture reinvests 10% of profits into the businesses it works with. Daniels says it was successful in the start, but as lockdown restrictions eased, people went back to the shops.

"So that's why we've now come back to the coffee shop to have physical space to kind of just build foundations, and share our sustainability.

"You know, people really want to support township entrepreneurs, there is just difficulty. It's not accessible. Where do you find these products? Often they're not consistently on shelves, so you go back and it's out of stock," Daniels explains.

One of the biggest success stories out of Khayelitsha is the gluten-free spinach bread from Spinach King. Ground Culture receives endless calls about the product, and it's their number one selling product by far.

"People get really annoyed because it's out of stock quite frequently. And this is, again, the logistical problems that exist working between the informal economy and the formal economy; sitting in a factory in Khayelitsha, and somehow figuring out delivery routes to get into the formal sector with a

fresh loaf of bread every single day."

He says the logistical problems include inventory tracking, invoicing and following up on them – these things are not necessarily inbuilt because the informal economy is predominantly a cash-based system.

"It's cash on delivery. If you borrow money, you learn that the whole community knows about it. It operates in a very different manner. So the formal sector assumes entrepreneurs are going to act like normal entrepreneurs, but they've been ingrained with a different kind of upbringing."

Ubusi Honey is the right example for Daniels for what he believes the formal sector can do for township business. In March 2019, he met Zilani, a beekeeper in Khayelitsha who was originally selling 25kg of honey a month in the township.

"It's been a super-cool relationship to work with him, because we come from totally different backgrounds, and to compare our differences and be really open and honest [is] what makes the relationship work."

Over the course of 10 months, they worked together to rebrand the product and supply coffee shops. After almost a year, Ubusi Honey sold 250kg a month.

Similarly, Siki's Koffee Kafe is the place Daniels has based a lot of his thinking off, and what he calls home in Khayelitsha.

"It's been amazing to watch his [Dibela's] progress, because it's taught me so much about building a business in

“

And this is, again, the logistical problems that exist working between the informal economy and the formal economy; sitting in a factory in Khayelitsha, and somehow figuring out delivery routes to get into the formal sector with a fresh loaf of bread every single day.

the sense that, as an informal sector player, you have to build one little step at a time.”

Daniels says that while he is blessed that he can fall back on family, go to the bank or get a credit card loan, in the informal settlements, there’s little going around to back any idea.

Dibela has worked for six years, and is now getting another coffee shop in Claremont with big names like Cassper Nyovest popping by to buy his coffee.

Behind the Claremont coffee shop is a clothing factory that offered Dibela the front courtyard free of charge, until he’s in a financial situation to pay rent.

“That’s the kind of collaboration that we need to see between the informal and the formal sector. Not the formal sector setting stringent rules on the informal sector players

that are just stepping into the game, just stepping into the market,” says Daniels.

A challenge that Dibela has faced is sourcing a roasting machine, and money for petrol to drive around to hand out samples between Khayelitsha and central Cape Town.

“Again, it’s access to markets. It’s just incredibly difficult, and the resources don’t exist to bridge that divide. And so that’s kind of what we need to be talking about and enabling – how do we make infrastructure that can allow for that to grow?”

Ground Culture is looking to be the first point to market for entrepreneurs that are testing out products, to get their foot in the door, and provide an income stream.

Ground Culture has a second café on Long Street in Cape Town, complete with local products, coffee, and food. They employ five people full-time, and are looking for 30 new products for their online store.

Tied to their grant funding, 20 entrepreneurs who have been through training are going to be showcasing their items in the online store.

Speaking about the grueling effects of lockdown for all businesses, and the restrictions eventually lifting, Daniels says: “The kind of stuff we are starting to see is that people are very keen to do business. Now, a lot of people are tired and have resources. And then on the other side, there are people that don’t have any resources, but a lot of energy and good ideas.”

Sometimes all it takes to get them off the ground is a helping hand, or even a handshake. **F**

Local talent: Daniels with Sonwabo Ngqumkile, Shelley Cozijn, Roscoe Arendse and Tanashe Ndubiwa



Photos supplied

Sharpened Sense

Yesterday's newspaper is today's pencil for Wada Kealotswe, the young innovative female entrepreneur in Botswana turning reading matter into writing tools. And she has already sold over 70,000 pencils.

BY ALASTAIR HAGGER

IN SETSWANA, THE NATIVE language of Botswana, there is a typically evocative proverb that goes: *Dilo makwati re kwatabolola mo go ba bangwe* – Sharing knowledge is like the stripping of bark from a tree to pass to others.

Though digital news-sharing has now become the norm throughout Africa, the traditional newspaper is still widely consumed as an important news source. But the damage its production entails is literal, not figurative: for every ton of newspaper, 12 trees are destroyed.

We strip the bark, we share the knowledge – but we damage a world that should be made immeasurably richer and safer through our accumulation of that knowledge.

Many modern economies routinely recycle paper so that industries which utilize this material can be less reliant on wood pulp, but widespread and effective waste recycling remains atypical in the developing world.

The UN Environment Programme laments that Africa is currently recycling only 4% of its waste, describing this failure as “a far cry from the African Union vision that African cities will be recycling at least 50 per cent of the waste they generate by 2023”. Given that an estimated 70-80% of Africa's MSW (municipal solid waste) is recyclable, this shortfall is as alarming as it seems avoidable.

In Botswana's capital city, Gaborone, there are a number of private companies offering recycling services, but still no integrated recycling initiative to prevent the bulk of the MSW ending up in landfill. In September 2021, the Botswana



“

They told me they have a warehouse outside Gaborone where they just pile those newspapers. So I thought, ‘okay, I can source them – and maybe at a competitive price.’

government announced its Integrated Waste Management Policy, which it said would encourage “increased shared responsibility among stakeholders for the protection of public health and the environment”. It remains to be seen what practical (and enforceable) solutions the policy will implement, but in the meantime, an innovative young female entrepreneur has taken a proactive step in demonstrating the economic potential in the savvy reconfiguration of physical knowledge.

Wada Kealotswe is the founder of Eco Zera, a company which recycles waste newspapers into pencils that wear their origins proudly: the text and photographs of the newspaper pages can be seen clearly embedded in the pencils’ bodies, like some strange reincarnation of dead information tasked with recording the knowledge that will take their place.

A development economist, Kealotswe reached the semi-finals of a competition at the 2019 World Bank Youth Conference in Washington DC for a more generic newspaper recycling idea; the project evolved into Eco Zera Pencils when she discovered there were machines available in China that could turn reading matter into writing tools.

“I knew that in Botswana, no-one was recycling newspapers, and I was always wondering, ‘where do they go?’ So I got in touch with *The Voice* and *The Sunday Standard* (two of Botswana’s most widely-read newspapers) and asked them. They told me they have a warehouse outside Gaborone where they just pile those newspapers. So I thought, ‘okay, I can source them – and maybe at a competitive price.’”

The used newspapers are combined with resin and graphite imported from China, rolled in the Chinese machines, dried in the sun, and then finished in an oven, where they bake to the wood-stiffness of a traditional pencil.

“When you look at them, or sharpen them, you would never know they’re made of paper,” Kealotswe says. And for those who like to take their writing or studying frustrations out on their tools, they have a pleasing snap as crisp as that of their wooden counterparts: “They’re very hard. If you break them, they break like wood.”

The production is labor-intensive: only 20% of the manufacturing process is driven by the machines Kealotswe has set up in a garage on the outskirts of Gaborone. She has three permanent employees, and



has recruited and trained a further 15 young people, who assist in the fulfilment of large orders when needed. In the two years since the company’s inception, Eco Zera has sold over 70,000 pencils, with a new range of colored pencils due to be introduced this spring; the brand was also featured at this year’s re-scheduled Expo 2020 Dubai. “And we even sell them in pharmacies,” says Kealotswe. “You know, when people are getting their nails, they get interested, and buy our pencils!”

Last year, Eco Zera won a SEED Climate Adaptation Award, which has helped her scale the business; ‘Zera’, appropriately, means ‘seed’ in Hebrew. “We are seeding the planet,” she says. “We are making sure that trees are safe. And these newspapers would otherwise be going to landfill, and landfill produces methane. So we believe that the little we are doing will also contribute to reducing rising temperatures.”

Kealotswe says she expects the brand to finally be profitable this year, despite the myriad barriers to entry facing an African entrepreneur in a landlocked country.

“Some of the challenges are the high cost of labor, and the fact that we have to source our other raw materials from abroad. We don’t have a port, so we rely on South Africa and Namibia,” she says. “And it’s not so easy to get finance for young people who need collateral. I self-funded my project, to overcome the challenge of having to go to banks or investment enterprises, so I didn’t have that stress. So how should I describe it? Yeah – that’s hustle!” 

The 30-Minute Ride That Changed His Life

One of the UK's top black Britons, self-made entrepreneur Tevin Tobun of Gate Ventures charted his business journey by looking beyond the obvious and venturing into the unknown.

BY PEACE HYDE

EVERY YEAR, THE DEPARTMENT FOR Education in the United Kingdom (UK) allocates funding to chosen schools to help maintain and improve the condition of their buildings and grounds.

On receiving the funding, the schools invite qualified companies that can execute the project for them, to bid in a competitive tender process. Representing these companies usually are experienced middle-aged individuals in teams of four.

So when 22-year-old Tevin Tobun, fresh out of university, turned up on his own, and with no experience to his name, to respond to a bid worth a staggering £250,000 (\$307,000), he stood absolutely no chance of winning – so he had to come up with a gameplan.

“There were about five companies all together pitching. And I was thinking ‘how do you win against these type of guys?’ I

focused on what was different about me and it was the fact that I was young and determined to make my way. So, when it was my turn, I just dealt with the obvious. I said ‘look, I know I am young and I don’t have the experience the others have but what I am determined is to make sure this is the best project you have ever done; if you need me to be up 24 hours, seven days a week, I will deliver this project on time and on cost’,” says Tobun of that first interaction with business.

Against all the odds stacked against him, he won the bid.

“I went from shocked to excited to confused to overwhelmed almost at the same time.”

That was the breakthrough moment he needed.

Today, he heads up one of the UK’s leading transport and logistics groups with a 1,000 employees.

Growing up in South London around mates who made poor choices with their lives, Tobun’s saving grace always was his ability to look beyond his environment and venture into the unknown.

“At the age of 17, I left my area and realized that all my childhood friends were gone and I had to find new friends. That’s when I started to learn that my choices had to be broader than South London. I went to Hammersmith and West London College. Those were the choices I was making that I didn’t even realize were big choices,” says Tobun.

After studying the sciences at Westminster University,

“

I said ‘look, I know I am young and I don’t have the experience the others have but what I am determined is to make sure this is the best project you have ever done; if you need me to be up 24 hours, seven days a week, I will deliver this project on time and on cost’.

Tobun knew even on graduation day when he was receiving his degree that he wanted to venture out into the shark-infested waters of business. He had been bitten by the entrepreneurial bug much earlier in college when he would purchase goods for wholesale prices and sell to local trading businesses.

“Three months after graduation, I decided to start my own business. I live on the news so I am very up-to-date on social and current affairs. At that time, the government had changed the way they funded schools. So, I came up with the idea that I will set up a one-stop-shop service that would do all the maintenance and facilities management for schools

Photo supplied

Tevin Tobun



and do all the redesign,” says Tobun of his early venture.

With increased student intake, London’s inner city schools needed bigger spaces and overhauling. Tobun’s plan was to be the go-to person for redesigning the offices and classrooms to meet the evolving needs.

Only problem was, he had no experience in interior design or architecture.

“I set up a company with a friend who I grew up with who studied interior architecture. The name of my company was Gate Ventures which was a combination of his name Gavin and my first name, Tevin. I was 22 at the time.”

No sooner had they launched the business when Gavin decided that he preferred working a nine-to-five job instead. He relinquished his shares in the company to Tobun, who was left by himself to drive the business. With no money, his goal was to secure funding.

“I went to the Princess Trust for funding and you do all these pitches and all I heard were so many no’s. I thought it wouldn’t work. I left the building feeling like I should give up because maybe they knew what they were talking about.”

But on the 30-minute ride back home, forlorn and dejected, he had his eureka moment.

“I remember by the time I got home I said ‘no, I am going to try this anyway’. That was the most incredible 30 minutes of my entire life.” As luck would have it, the UK banks at the time were offering new graduates a credit card facility of £250 (\$307) with an overdraft limit of £250. So, with £500 (\$614), Tobun set out to look for an office space for himself.

All Tobun could afford was a hot boiler room next to a storage room in an office building. And with that, he set about pitching for his new business.

When he walked into that life-changing school tender process recounted earlier, he had absolutely no money. So when he won the bid, the next issue was to finance the project.

“I went to the client and said ‘I am going to issue a payment plan, you pay 30% deposit and we will give you these deliverables’. I had a structured payment plan as the project was evolving and that is how I funded the job.”

Tobun delivered the job on time and on budget and never looked back. Four years later, he stumbled on yet another money-making idea. While still working with schools and the Westminster City Council, Tobun noticed large trucks in the middle of central London trying to make deliveries to schools.

“I would see the chaos these trucks were causing. So, I thought ‘how could I do this better’? They knew me as someone who delivered so they set up a meeting with the Council and the wholesaler and I pitched and they agreed that we would run a trial. That’s how I built the new business which is a large logistics business today,” says Tobun.

His solution was to substitute the huge trucks for three-and-half-ton trucks equipped with technology and communication software to streamline the entire delivery process.

Within his first year of trading, Tobun made over £1 million (\$1.2 million) in revenue.

He called the new business the Gate Ventures Group. Today, he is on an expansion drive, also in the African continent.

“We are expanding into Africa through a subsidiary business called Repco Global with a key focus on support and logistics services to the energy sector and FMCG and infrastructure sectors. We intend using key proprietary technology to increase efficiency and output within the aforementioned sectors,” says Tobun.

Arnold Sarfo-Kantanka, Business Strategist, Gate Ventures, calls Tobun “a stoic, resilient and focused businessman who has managed to create a group of companies from scratch.”

At just 46, Tobun’s success earned him a spot on the prestigious UK Powerlist as one of the 100 most influential Black Britons for the third time, alongside Formula One driver Lewis Hamilton and footballer Marcus Rashford. “It is the most humbling thing to be listed on the Powerlist because you can get caught into this working-hard-with-a-tunnel-vision thing... When you read about other people who are doing amazing things and you find out you are in the same group, it is very humbling,” says Tobun. **F**

The Making Of A 21-Year-Old Rwandan CEO

Yussouf Ntwali's edtech company has grown from idea to impact, changing the recruitment landscape in Rwanda.

BY RIDHIMA SHUKLA



Yussouf Ntwali

IN THE BEATING HEART of the impeccably-green city of Kigali, in one of the most sought-after commercial zones, past a small gate and a garden is a shared space for home-grown Rwandan startups.

Entering the first building, a double-storied structure marked BAG, a white board reads 'Training, Problem Solving, IoT and Education'.

Inside, there are more white boards in the middle of a large room, which looks like a cross between a classroom and a workplace, buzzing with youthful energy and the start of something bright and new.

Across the foyer is the office of Yussouf Ntwali, the 21-year-old CEO of BAG Innovation, an edtech company into innovation and social impact, one of Rwanda's most popular tech companies today.

Since its inception, the company has grown from an idea to a real impact

Ntwali and co-founder
Gabriel Ekman at BAG
Innovation



“

How most students had degrees but did not know how to use them. Employers had employees that did not perform and I thought ‘yes! I have seen this’.

firm. Ntwali, who started out as a curious 17-year-old volunteer, climbed the ranks to becoming the Chief Operations Officer (COO) and now the CEO.

With no university degree or background in technology, Ntwali’s badge is his unwavering enthusiasm and unapologetic approach to learning on the job, which he reiterates during our interview.

Now resident in Rwanda, he spent his early years in the Democratic Republic of the Congo, born to a Rwandan father and a Congolese mother.

After spending his formative years in

Lubumbashi with his parents and three siblings, Ntwali moved back to Rwanda in 2007. Accustomed to the Congolese school curriculum, he was bilingual and spoke Swahili and French. To his surprise, Rwanda favored English.

“I spent the first few years in Rwanda without studying Kinyarwanda or English. But, around the age of 10, I began to pick it up.”

An extrovert brimming with confidence and with a penchant for conversation, Ntwali picked up the two languages quickly.

“I always like the challenge of learning new things, even as a child, I pursued everything with the same passion,” he says.

Apart from his professional zeal, he loved rap music, and for a while, even thought he was going to become the next Jay-Z. Ntwali spent a few years focused on music and was selected for a national competition in Rwanda.

But when it came to academics, he couldn’t be tied down to the conventional.

After high school, he instead opted to attend workshops and training sessions in business management and entrepreneurship.

Instead of going to university like most of his

classmates, Ntwali made music, also working as an assistant manager at his father's chain of barber shops. This is where he first faced the day-to-day challenges of running a business and realized the gaps in his own skill-sets as well as in others.

After months on the job, thanks to his brother – another entrepreneur in the family – he was motivated to attend an entrepreneurship event in Kigali unaware of the several early stage creative startups he was about to encounter.

Ntwali was 17 when he met the founder of BAG Innovation, Gabriel Ekman.

“He spoke about the lack of skilled youth in Rwanda and the gaps in training. How most students had degrees but did not know how to use them. Employers had employees that did not perform and I thought ‘yes! I have seen this!’”

Intrigued and excited by the social impact model illustrated by Ekman, Ntwali approached him to find out more and the two instantly connected on their shared energy and desire to solve problems.

Ntwali joined Ekman in his tiny workspace with a laptop and began to work on improving the recruitment, training and selection ecosystem of Rwanda.

Making use of simple tools like Facebook and interpersonal skills, the two would approach small companies in the country to learn about their challenges. After acquiring a fair understanding of the challenge, the two would brainstorm on solutions, but not alone.

“If a coffee shop told us they struggled with pushing higher sales, we would advertise to students on Facebook to solve the problem for the shop, to sell more coffee.”

Once they had worked out the solutions together, the group would offer them to the coffee shop. This was a social impact exercise that built the foundation of BAG Innovation.

After a few successful attempts, the two began training the students with the best solutions and preparing them for various job scenarios. By connecting the students with the shops/companies, they would not only offer solutions but a pipeline of potential employees.

This led to companies coming forth and asking to employ the students trained and acquired by BAG Innovation.

“When we noticed that our services were gaining demand, we sat down to chart a monetize-able model for our business.”

Ntwali joined the company in 2018, by which time, the company had reeled in many contracts and was able to pay off bills and expand operations.

When asked what differentiates them from a HR firm, he says: “We complement each other. We are not looking

“

We are not looking for the right candidate for you; we are creating the right candidate for a job. We are working with the same social impact model but one that is scalable, sustainable and profitable.

for the right candidate for you; we are creating the right candidate for a job. We are working with the same social impact model but one that is scalable, sustainable and profitable.”

Even though BAG Innovation makes its money from companies that hire talent through them on a per-person basis, its blended model of offline and online interactions for tackling specific challenges within a firm and the ability to offer a range of employee portfolios to choose from is their differentiator, they say.

“Those who do not perform in our trainings, we offer them further programs to learn from and improve while keeping them out of our talent pool, until they match the required standard.”

Ntwali's ability to pitch his company's unique model, ideas and potential to others has won him a few cash grants.

From the African Union startup challenge to the Hanga Pitchfest, he is now a name in the startup community.

“We have used the money from these competitions and grants to scale up operations and improve our marketing and sales team.”

As the non-technical founders of a tech company, a lot of BAG Innovation's funds have gone towards outsourcing their IT services.

Just last year, they hired an engineer to lead tech and a full marketing-sales team to support the founders in bringing more clients.

“I always function like a COO – I like to work closely with the team and know everything that happens in the company, that's how I learned and grew.”

Ntwali has a spring in his step as he walks around the office, saying hello to his colleagues and stepping out the main door to stop and stand next to the sign, Bag, beaming with pride.

As a 21-year-old business head, he has enough reason to smile. 

CANCER'S CURE

Dr Shaheenah Dawood says it's an exciting time for oncology research and is spearheading change in cancer care in the UAE, making sure that all patients, whether they come from the Middle East or Africa, have access to medication and treatment.

BY RENUKA METHIL



THERE'S LAUGHTER IN THE BREAST CANCER WARD.

Shaheenah Dawood is in her bright sunny office wearing a lab coat, a floral dress and a smile that can make anyone feel welcome and well.

The only thing that is infectious here, in these corridors at the Mediclinic Parkview Hospital in Dubai where we meet, is her energy.

Working 7AM to 10PM seeing cancer patients and giving them care and cure, this Consultant Medical Oncologist and Professor of Clinical Oncology can't afford to not be that ray of light and hope, and to the care-giving staff around her as well – such as during the lockdown in 2020, when she ordered cheerful pink, blue and yellow scrubs and PPE for those in her department.

But the Emirati doctor's 24-page CV and the assortment of papers, accolades and awards to her name apart, there is passion in her voice, and serious purpose to her work.

"I always knew oncology is what I wanted to do," begins Dawood. "And for several reasons. One, I'm a chatterbox, and I could talk as much as I wanted to these patients; the people you're going to form long-term relationships with. Two, if you get a patient with cancer early on, you can cure them, and the satisfaction you get from curing that one patient, there's nothing like it... The last decade has been truly exciting in the field of oncology more than any other specialty."

Typifying everything the United Arab Emirates (UAE) aims to be in the realm of healthcare for the world, with the glistening city of Dubai becoming the hotbed of healthcare innovation and medical tourism in recent years, Dawood is at the forefront of leading that change, with research, clinical trials, personalized medicine and breakthroughs in oncology to vastly change patient outcomes.

She trained in medical oncology at McGill University Hospitals in Canada, sub-specialized in breast cancer management at the MD Anderson Cancer Center, served as an Editorial Fellow at the New England Journal of Medicine and has an MPH degree from the Harvard School of Public Health.

She could have stayed on in the United States but decided to return home more than a decade ago to become one of the first female oncologists at the time in the UAE, and make a difference.

"I think the UAE, with our leader, is just unbelievable in the way it has put women out there in the healthcare sector. I came in with so many ideas that the first thing I did was put those ideas aside, and say 'I need to develop something here that's accommodating to the people here'. I became the head of oncology at Dubai Health Authority, but there was a lot of work to do.

"I developed multidisciplinary tumor boards and comprehensive cancer care programs, working with an excellent group of people. And then I decided to break off and do something other than just clinical work, so I started the Excellence in Oncology Care Summit, which started off with 120 people, and last year, we had 4,000 attending virtually as well as in-person from across Southeast Asia, the Middle East and Africa."

The list goes on, and Dawood is now heading and establishing the oncology clinical trials program at Mediclinic City Hospital that will allow patients in the Middle East to access drugs they would otherwise not have been able to.

"Tests are horribly expensive, everywhere around the globe... There is data that compared to any other specialty, oncology medications cost the most... We need to have better access to treatment, and one of them is trying to overcome the cost... And we need to start addressing it seriously to be able to offer the same type of care to everyone, irrespective of their financial situation..."

"I had a patient from Africa, I can tell you he sold his land to come here and get the medication. I have a lot of patients from Nigeria and Eritrea. We do hear their stories..." says Dawood, her voice laced with concern but also hope.

In addition, she spends her time teaching at the Mohammed Bin Rashid University Of Medicine and Health Sciences and working with PhD and medical students on their research initiatives.

"The only thing that I keep telling the newer generation," says the 40-something game-changer in the medical sector, "is that you can achieve what you set your mind to achieve by working hard, and that no problem is without a solution."

Heartening words indeed in the world of cancer care. 

COUNTERING THE DANGERS OF ONE OF THE MOST RECYCLED MATERIALS IN THE WORLD

Lead poisoning is an issue in Africa where lead acid batteries reign supreme, powering cars and generators, providing solar power storage, and even backup for cell towers during rolling blackouts. But here's how one company is transforming resources to power a more connected, sustainable world.

BY TIANA CLINE



OVER THE PAST DECADE, THOUSANDS OF African children have died from lead poisoning. In countries like Botswana, Zambia, Ghana, Burkina Faso, Kenya and Tanzania, blood lead levels is not only unusually high – they're increasing, according to a report in the *Lancet Planetary Health* journal. Exposure to lead, a potent neurotoxin, is known to affect the brain resulting in disability (if not death). The World Health Organization states that children are more at risk because high lead exposure damages the brain before it has had a chance to fully develop so one has to ask: where is all this lead coming from?

While certain types of paint contain high levels of lead, America banned the use of these residentially in 1978. In South Africa, however, rules around lead paint were only enforced in 2010 and from October this year, lead paint will be officially classified as a hazardous substance. But paint isn't the biggest problem – a growing danger is the informal recycling of lead acid batteries. Even though lithium-ion batteries are a better battery (technologically-speaking), lead acid batteries reign supreme across Africa, powering cars and generators, providing solar power storage, and even backup for cell towers during rolling blackouts.

"Batteries are everywhere," says Jamie Lee, Ecobat's Chief Information Officer. "You don't think about it until you think about recycling. In the transportation and energy sector, 19 percent of greenhouse gas emissions come from road transportation. If batteries could be recycled better, it would mean less transport and you're actually making an impact."

When lead acid batteries aren't recycled properly, acid and lead dust enters the soil. The process emits toxic fumes that permeate the air with poison and the workers return home with hazardous dust on their clothing.

"In addition to this, there are certain countries that use child labor to break open batteries and

get those materials out which are then sold to the open market,” adds Lee. “We need to configure our supply chain in a way that we can get that battery supply into our hands for recycling. Then when the materials are put out, they go back into the hands of the manufacturers to take over and the result is less mining.”

THE WORLD’S MOST EFFICIENT CIRCULAR ECONOMY

Lee says that while many people believe paper, plastic and glass are the most recycled materials globally, lithium-ion batteries come in second and lead sits at the top of the pyramid.

“The most recycled material worldwide is lead; 130 million batteries come through the recycling process,” he adds. “There’s enough lead in the recycling process to not mine for new materials.”

But that’s only when lead-acid batteries are regenerated or refurbished safely – something Ecobat does around the world because lead poisoning isn’t simply an African issue. A new study out of UNICEF found that around 800 million children are exposed to lead annually and the numbers in South Asia are higher than anywhere else.

“We are in a unique position globally as the largest battery recycler. Ecobat’s true impact is its value – if we didn’t exist there would be landfills of batteries,” he says. Recycling batteries is complicated – there’s a chain of over five different work centers to open each battery up, draw chemistries out of it and melt it down before refining the materials and shipping them off. From a safety perspective, there also has to be specialized breathing apparatus in place to ensure the recycling plant meets regulatory standards.

A new study out of UNICEF found that around 800 million children are exposed to lead annually and the numbers in South Asia are higher than anywhere else.

As battery technology evolves, Ecobat also have had to adapt the way batteries are collected and stored as well as enhance their technical capabilities in the cloud.

“We are in the business of making batteries safe and sustainable which means we need to apply technology and safety. Batteries are not going away – they’re only going up in consumption,” says Lee, adding that the battery market size is expected to grow exponentially by 2030. “That means more and more batteries as well as different types of batteries – we’re chasing technology that’s evolving.”

Lithium-ion batteries, for example, contain 20



“

There are certain countries that use child labor to break open batteries and get those materials out which are then sold...

– Jamie Lee, Ecobat’s Chief Information Officer

different chemistries. Every material inside a battery requires specialization that goes into Ecobat’s engineering in order to maximize sustainability.

“If we maximize our performance, the battery manufacturers can maximize theirs and lead batteries could last longer. If you’re lengthening the cycle, by effectively bringing the product back to recycling, you’re almost completely circular and that’s an exciting place to get to.”

Ecobat have slowly been buying out recycling and manufacturing businesses across Europe, the United Kingdom, America and Africa. So far, they’ve consolidated 2,730 companies under one brand using SAP sustainable intelligence to help them scale their growth.

“We need to reclaim and reuse materials like lead rather than mine more,” says Lee. “Even renewable energies rely on lead acid batteries for backup. Electronic vehicles have lead acid batteries because if their security or intelligence systems go down, you need to transition seamlessly.”

Many African countries today still lack adequate recycling facilities and these informal, lead acid battery processing sites continue to put the health of millions of people at risk. To create an ecological impact, Lee believes that the conversation shouldn’t start with materials like plastic, aluminium and glass.

“That’s all low on the list because we see it being collected – even if it isn’t necessarily being recycled correctly,” he adds. “But we need to get recycling visible and help people understand where batteries of all kinds should not (and cannot) go. We do not want them in landfills – we need batteries to be a key consideration in the recycling process so we can make use of those materials.” 



A SEA CHANGE

Zanzibar is opening up real estate for non-residents with opportunities to spur the blue economy. The spice island beckons with unspoilt beaches and new tourism bravado.

BY LILLIAN ROBERTS

NOT JUST FOR ITS UNTOUCHED beaches and swaying palms, Zanzibar, the sunny archipelago off the coast of Tanzania lapped up by the warm waters of the Indian Ocean, may now also be known for its opportunities.

New regulations are set to allow non-Tanzanians to invest

in property and own businesses for the first time with greater ease; with tax breaks on offer to investors establishing businesses within Strategic Investment Projects on the island and 99-year leases with residence permits.

According to the World Bank, Tanzania is projected to reach 4.5%-5.5% growth in 2022 and average 6% over the medium term as exports and domestic demand recover, assuming pandemic conditions ease. Agriculture, mining, and tourism contribute to the economy.

The new interest is attested by some of the real estate players on the island. Grant Anderson, the CEO of Blue Amber, a resort and Strategic Investment Project in Zanzibar, says Zanzibar actually is rife with opportunities for young South African entrepreneurs.

“And so the people there are now wanting goods and services and professional services more and more every single year. Houses are being built, there’s a requirement for furniture and healthcare and everything like that,” says Anderson to FORBES AFRICA.



Tourist huts in Chumbe Island
Coral Park

“It’s just this massive, untapped resource that by African standards is amazing because it’s a safe investment; there’s no sort of security risks, there’s no political risks, it’s very stable.”

Anderson, a conservationist first and foremost, is heading up development at the resort with sustainability in mind. The project is installing solar panels, and looking to use synthetic grass for the golf course on site to reduce the use of water and fertilizers that would otherwise run off into the sensitive reefs on the island.

He says normally a golf course would incur \$50,000 in maintenance monthly, but synthetic grass cuts those costs in half. Buildings will be constructed 30 meters from the shoreline, in order to protect the turtles, and 10 meters away from the coral heads.

Turtles use the beach to deposit their eggs, and the eggshells provide nutrients that nourish dune vegetation, helping prevent coastal erosion.

Tourists like South African freelance writer and publicity strategist Alice Draper, who visited Zanzibar in December last year, say the best part is the strong sense of community on the island.

“Coming from South Africa, Zanzibar just felt so safe,” Draper says.

ISLE VISION

Part of the plan is also creating self-employment opportunities for youth through agribusiness, but it is not easy. Says Sinthia Habib, training officer at the Zanzibar Technology and Business Incubator: “Among the challenges are poor technological

“

Through the protection of the islands, so nearly 30 years, we have managed to really create this biodiversity hotspot. We have one of the most thriving, healthiest coral reefs in the whole of East Africa.

knowledge and skills, lack of startup funds for youth to be able to make large production with good machines and high branding which could allow their product to access the big hotel market and be transported out of Zanzibar. In a nutshell, it is expertise, fund capital and some policy regulations and bureaucracy.”

The coast presents plenty of opportunities though to develop the ocean economy. Ali Sharif, the Executive Director of the Zanzibar Investment Promotion Authority (ZIPA), said at a news conference in December last year that the small islands, or islets, will be leased to developers for investment opportunities and to promote the blue economy.

The phase one of the small island program that rolled out in 2021 included Chumbe Island, Changuu, Bawe, Pungumbe, Kwale, Misali, Pamunda A and B, and Chapwani Island, bringing in a capital investment of \$261.5 million. The islets of Sume, Popo, Kwata and Miwi in the Unguja South region are also for rent. In Pemba North, so too are Fundo, Njao and Kashani, and in Pemba South, Jome and Matumbini Islands. The islands range from a few to hundreds of hectares.

Chumbe Island is most notable among them. A commercial operation with a conservation approach, it's a zero-impact environmental project with solar power water heating, composting toilets, vegetative greywater filtration and rainwater catchment. The bungalows intentionally have no Wi-Fi, remaining off the grid, and all the products are sourced locally.

Most staff have worked there for 15 years, and 41 of the 43 employees are locals, reports Diane Koerner, a conservationist on the island, to FORBES AFRICA.

Chumbe initially invested \$1.2 million into the island. The direct input into the economy of Zanzibar has been \$8.6 million, and the revenue generated remains within Zanzibar. The annual turnover has been \$527,000, over the last 10 years.

Koerner explains that it is the first privately-managed marine protected area in the world. Though it is run entirely off the proceeds of tourists, it has put fishermen as well as 8,000 children through marine conservation and sustainable management programs, free of charge.

It's often the first time children have gone snorkeling and seen the wonders of the coral reef.

“So it's really one of the rare properties and projects in Zanzibar, I would say where it's really ecotourism at its purest form, and where



Aerial view of the Chumbe Island coral park

the focus is really to have a few people enjoying the environment or learning and having this very immersive experience,” Koerner explains.

“And through the protection of the islands, so nearly 30 years, we have managed to really create this biodiversity hotspot. We have one of the most thriving, healthiest coral reefs in the whole of East Africa. We have had species that have grown in population that have returned to our ecosystem, because it has been so well-protected.”

The coral reefs are patrolled round the clock, and its protection has replenished fishing as well as seen a return of reef sharks – a sign of a flourishing ecosystem, Koerner reveals. She says having nearby villagers in their advisory committee is important, as is educating school children. It's crucial for influencing the next generation of policymakers and tourism stakeholders, she adds.

“The fact that a limited number of people visit the island really allows that you can experience nature in its purest form.”

Zanzibar recognizes that the islands have intricate ecosystems that are already home to fishing and agricultural communities. Therefore, potential developments require a holistic approach and careful planning. Sharif has said that the customary practices of the locals will still be allowed on the rented islands.

So, the next time, if you wish to see a coconut crab on Chumbe Island, it's a short boat trip from the main island. In the near future, you may also play golf by the waters at Blue Amber.

The scene will change, but hopefully not the scenery. 

MEET THE

FUTURE

OUR HYBRID EVENTS' SOLUTION

WHY CONSIDER A HYBRID EVENT?

If you've traditionally run in-person events, it's worthwhile considering adding a virtual element using our powerful hybrid events' solution, Engage. Here are some reasons:



Extend delegate reach



Multiple guest choices



Multi-layered experiences



Live Q&A, chat box & polls



Single to multi-day events of all size



More sponsorships & exhibitor branding



More keynote speakers



Powerful database marketing



Artificial intelligence matchmaking



Record event & share immediately



Data analytics & CPD reporting



Excellent lead generation & ROI



+27 (0) 21 410 5000



sales@cticc.co.za

T&Cs apply

ADD A DIGITAL ELEMENT WITH OUR HYBRID SOLUTION,

CTICC **ENGAGE**

Through Peaks And Troughs



In March, Evadne Le Goff and Anita Musevenzo became the first all-women team to summit the highest mountains in South Africa's nine provinces.

In the rain, in the dark, in the freezing cold on those raw, rugged mountains, the two navigated treacherous terrain, but stuck together.

BY LILLIAN ROBERTS

ENDURANCE LESSONS ALWAYS go a long way in business – and in life.

And sometimes, you go beyond the boardrooms to find them.

South Africa's Anita Musevenzo and Evadne Le Goff found them on the peaks of the highest mountains in the country's nine provinces, summited all in one go.

And yet another high point of the 9 Peaks Challenge?

They are the first all-female team to do so.

The mountains they summited were: the Iron Crown in Limpopo, De Berg in Mpumalanga, Nooitgedacht in the North West, Toringkop in Gauteng, Mafadi in KwaZulu-Natal, Namahadi in the Free State, KwaDuma in the Eastern Cape, Murch Point in the Northern Cape, and Seweweekspoort in the Western Cape.

Le Goff, an accountant in Johannesburg, has always been a hiker, whereas Musevenzo, a skincare formulator, has been hiking for six

“

So we get to the summit at about three o'clock in the afternoon. And now we're hiking back. All is good. But the sun is setting and the sun sets fast on the mountain. It's just dark suddenly.

years, with a YouTube channel called 'African Hiker'.

But more challenging than the mountain adventure was the training ahead of it, which included hours in the gym, walks during the week and hikes on the weekends on South Africa's blessed and most times, tough terrain.

The training was intense.

“Anita and I cut our teeth on wilderness hiking. So all our experience is in dealing with awkward terrain that's rocky. And you know, every footstep, you're not sure where you're



Anita Musevenzo and
Evadne Le Goff

landing and it stood us in good stead,” says Le Goff.

Musevenzo describes the drama at Mafadi, a peak on the border of South Africa and Lesotho. They slept on the escarpment because they didn’t get down before dark.

“So we get to the summit at about three o’clock in the afternoon. And now we’re hiking back. All is good. But the sun is setting and the sun sets fast on the mountain. It’s just dark suddenly.”

They came across a cliff they had not seen in the daylight, and the wind started picking up speed, eventually going up to 50 knots. They began hiking towards the pass.

“We arrive at the pass and we look down and it’s pitch black. And so I just thought to myself ‘nope, not happening, not going down there,’” she says.

At this point, Le Goff posits that either they get down the mountain or die of hypothermia. Musevenzo set off as cheerily as one could to find some reeds to settle in for the night and ward off the wind.

They used their backpacks to sleep on the damp grass, share a protein bar and settled down around 10PM. A survival blanket was the only thing they had to keep warm.

They waited for first light, periodically checking on each other, and set off in the morning again.

Together, they traversed the country and up its mountains as everyone else carried on with their daily lives. For them, each day was different as it unfolded new views and vistas about life.

“Some of it was also quite tragic, because there are sections in our country, especially the Eastern Cape, where I was really affected by the poverty and the social problems,” says Le Goff.

The duo also savored some beautiful moments; from taking in

the variety of animal footprints on the river beds in the Northern Cape, to the locust swarms, the dusty back roads, as well as the two leopards they spotted.

At sunrise one morning, a kudu ran in front of their car.

Musevenzo says one of the best parts was the friendly community at the Drakensburg and the magical feeling of the whole area.

“We all know that the country is very diverse. But to see it all in one go and just see the change as you go from province to province, and also how the mountain changes even the Drakensburg; there are three provinces where the peak is on the Drakensburg, and all three of those are different,” she explains.

A particularly difficult moment for Le Goff was encountering the chain ladders at Tugela Falls.

“There weren’t any moments where I felt overwhelmed. There were one or two, I’d say, going down the chain ladders, in the dark, in the rain, I think it was challenging for Anita as well, because I was definitely very reluctant. I

was trying to negotiate my way out of something which was unavoidable.

“We had no other way to get off this mountain. And I’m not a huge fan of those chain ladders, because they are really treacherous,” Le Goff says.

Musevenzo distracted her by telling her stories about her goldfish.

She distracted her on the way up by telling her the story of how the tortoise got its shell.

They took turns looking after each other throughout the journey. One of the most challenging peaks was

Seweweekspoort in the Western Cape. It was their last one. It was also one of Le Goff’s most memorable, for the raw ruggedness of the landscape.

“We were already so exhausted, and the terrain is very difficult. By then, we were physically and mentally so drained, it’s just a really rough climb to finish on,” says Le Goff.

“That would be the most challenging one for me too. I did not really enjoy Seweweekspoort. The mountain has teeth, and claws and nails,” adds Musevenzo.

The duo was supported by Decathlon SA, Garmin, Entsika Consulting, forever.fresh.foods and Racefood. After eight days, 22 hours and 42 minutes to complete the entire adventure, the women came home to Johannesburg with sore feet, but with full hearts and memories to last a lifetime – creating history along the way, one tough, treacherous peak at a time. 🇿🇦

“

But to see it all in one go and just see the change as you go from province to province, and also how the mountain changes even the Drakensburg.

AFRICA'S Game In BIRMINGHAM

The South African women's cricket team makes a comeback at the 2022 Commonwealth Games for the first time since 1998, and have high hopes of winning gold. We speak to one of the world's leading batters Laura Wolvaardt. Who else is making it?

BY NICK SAID



THE 2022 COMMONWEALTH GAMES TO BE staged in Birmingham, England from July 28 to August 8 was a missed opportunity for Africa away from the field of competition, but provides the continent's athletes with the chance to win a prestigious gold medal and enhance their reputations on the global stage.

Durban in South Africa's sunny KwaZulu-Natal province was initially chosen as the host of the Games in 2015 and set to be the first city in Africa to stage the event.

But when the South African government reportedly failed to provide the financial guarantees required by the organizers, they were stripped of the rights two years later.

And so athletes and fans from over 60 Commonwealth Games Associations will instead head for the English Midlands, including representation for 13 African countries.

All will be dreaming of gold, not least the South African women's cricket team as the sport makes a comeback at the Games for the first time since 1998.

On that occasion it was the South African men who took the title in a 50-over competition. This time it is only the women who will compete in the shorter 20-over format.

Fresh from a semifinal place at the recent Women's Cricket World Cup in New Zealand, South Africa have high hopes of winning gold again, according to one of the world's leading batters Laura Wolvaardt.

"We had a couple of really tight games in New Zealand but played some good cricket and were obviously very disappointed to lose to England in the semifinals," Wolvaardt tells FORBES AFRICA.

"The way we played in that game wasn't a reflection of how



“

But T20 cricket is interesting because anyone can win on a given day with one outstanding individual performance. We have a really good group of senior players who've played for quite a long time.

– Laura Wolvaardt

well we did throughout the tournament. But in the long run, we'll learn a lot from the experience.”

Wolvaardt, a stylish top-order batter with one of the best cover drives in the sport – men or women – believes South Africa are well-equipped to compete in the shorter 20-over format.

“Even though it's a different format, I think most of our squad will stay pretty much the same. If you're hitting the ball well it [form] will stay with you for the Commonwealth Games,” she says.

“I think we're clicking well as a team. We have two series before the Games in Ireland and England, so hopefully we can use that time to have a good chat and be 100% ready for the competition.”

Conditions in England are likely to be similar to New Zealand, and that should suit South Africa, according to Wolvaardt.

“New Zealand has apparently the most similar conditions to England, outside of England. That's a good thing for us and with the series in Ireland and England to come, we won't have any excuses by the time we go to the Commonwealth Games. We'll definitely be prepared.”

The Games field reads like a mini-World Cup, with most of the other leading women's cricket nations present – hosts England, Australia, India, Pakistan and New Zealand.

“Australia are head and shoulders above the competition at the moment. We just need to find a way to bridge the gap between us as soon as we can,” Wolvaardt says.

“But T20 cricket is interesting because anyone can win on a given day with one outstanding individual performance. We have a really good group of senior players who've played for quite a long time. So a lot of our players are reaching their prime. That's very exciting.

“I think for us it's more the mental side of the game we need to work on.”

AFRICA AT THE COMMONWEALTH GAMES: ALL EYES ARE ON...

South Africa will also send teams in men's and women's hockey, netball, sevens rugby (men and women), as well as participants in the athletics events and swimming, among other disciplines.

Nigeria will be well represented too, especially in the weightlifting competition, including medal prospects Stella Kingsley, Adijat Olarinoye, Rafiatu Folashade Lawal and Joy Ogbonne Eze.

Ghana have qualified for a number of team sports, including hockey (men and women), beach volleyball (women), and they will also be represented in the badminton event.

Kenya will, of course, expect medals in the middle and long distance running events and have chosen three men and three women to compete in the marathon – Philemon Kacheran, Eric Kiptanui, Jonathan Korir, Stella Barsosio, Purity Changwony and Margaret Wangari.

With Ethiopia not at the Games, the Kenyans will feel they have a real chance of making a big impact.

Zambia are surprise qualifiers for the men's rugby sevens event. They will join South Africa, Kenya and Uganda in the 16-team field, which also includes powerhouses Fiji and New Zealand.

Kgotla Kgaswane will represent **Botswana** in the men's 55-kilogram weightlifting event, while teenage sprint sensation Letsile Tebogo is also hoping to be at the Games, fresh from his 100-meter gold medal at the World Junior Championships last year.

The men's team from **The Gambia** will compete in the beach volleyball event, while experienced para powerlifter Modou Gamo will also be in Birmingham.

Para powerlifting is one of three sports at the Games for disabled athletes, with wheelchair basketball and table tennis the others.

Malawi will see themselves as outsiders for a medal in netball, though it is a heavyweight field of all the world's leading teams, while **Mauritius** have three entrants in the weightlifting competition – Cédric Coret (Men's 96kg), Roilya Ranaivosoa (Women's 49kg) and Ketty Lent (Women's 71kg).

Rwanda will compete in athletics and beach volleyball, and **Seychelles** will also have two women competing in the weightlifting – Clementina Agricole (59kg) and Romentha Larue (87kg).

Commonwealth Games' organizers have also announced that e-sports will be included at Birmingham 2022 as a pilot event. Players will compete in Dota 2, eFootball and Rocket League events.



BY GARY MARTIN

– The writer is Chief Executive Officer with the Australian Institute of Management WA

Workload Scaling: The Future Of Flexible Working

WE APPEAR to be increasingly spoilt for

choice when it comes to flexible work options on offer.

Nine-day fortnights, part-time work, fly-in fly-out rosters and WFH regimes sit alongside mounting calls for the introduction of the six-hour work day and the four-day working week.

There is only one problem – though well-intentioned, current flexible work arrangements go nowhere near far enough to help us navigate the peaks and troughs of responsibilities that fall outside work.

Pressing work responsibilities often peak at the same time as we have to be more present in our non-working lives.

In our 30s, 40s and even 50s, most of us experience a form of mid-life madness when the heavy demands of work converge with our equally heavy non-work commitments.

As a case in point, consider

the plight of many working parents. With pressure on parents to take on full-time jobs to bolster their financial security, we inadvertently set them up for failure. We demand the impossible that they are dedicated to work as well as perfect parents.

The peak of our responsibilities appears to come together in mid-life – a stage of life synonymous with burnout.

Then we hit our senior years and retire because that is what others expect us to do. If we have children, they leave home and all of a sudden we have a lot of time on our hands.

Having time on one's hand was not necessarily a bad thing when a typical retirement lasted just 10 years. But with life expectancies increasing, a 20 or even 30-year retirement with too much time to fill might be less appealing.

It is the reason why our current flexible work arrangements need a makeover, overhaul or rebuild to incorporate what being flexible can and should *really* mean.

If we really want to better manage all of our commitments, we need a model of workplace flexibility that responds to the ups and downs of our responsibilities as we move through life, or “workload scaling”.

As the name suggests, this futuristic form of flexibility allows us to scale our workload based on responsibilities outside the workplace at different stages of our lives.

Using this logic, an employee regularly sits down with their employer to negotiate an appropriate full or fractional workload for a fixed period of time – say the next two to three years.

Imagine going into the workforce in your early 20s – you are career-driven, keen to put in the hours and have the time to do so and therefore you negotiate a 120% workload.

Two years down the track, you are keen to undertake some further study so negotiate your workload down to 80% for a better balance with study and life.

You complete your qualification a few years later and move back to 120%.

Not long after, though, you settle down and have a family. You and your partner wish to work and share the responsibility for raising the children so you both approach your employers and arrange a 70% workload each. No one's career is put on hold.

In your 60s, you work a 75% load but as you near your 70s you drop back to 50%. When you turn 75, you decide to drop to 25%.

Workload scaling is focused on optimizing an individual's health and wellbeing and reducing the risk of burnout.

This form of flexibility responds to the fact that when we are overstretched we are unlikely to perform at our best. It assumes by effectively adjusting workloads based on non-work responsibilities across our lifetime that we are likely to see enhanced workplace productivity.

Workload scaling is not about doing less work across a lifetime. It is about doing roughly the same amount of work spread across a longer working life – and that includes the so-called retirement years.

No doubt there will be many challenges with introducing this type of flexible work arrangement though the prize of a successful implementation will be the many advantages that will spring from this new form of workplace flexibility.

As we reconsider what flexible work might look like in the future, it will be worth keeping in mind that all options should be about getting the very best work out of each and every employee – which is impossible if a person finds themselves overstretched. **F**

CNBC AFRICA

CORPORATE GOLF CHALLENGE

SUN CITY, SOUTH AFRICA

04 JUNE 2022



A gathering of
golf, competition,
networking and
media

CNBC Africa is proud to present the 2022 Corporate Golf Challenge

Taking place on the 4 June 2022, the CNBC Africa Corporate Golf Challenge invites corporate and public sector teams to come together for a day of golf, prize-giving and world-class entertainment at Sun City.

#CCGC22

FOR FOURBALL AND SPONSORSHIP
OPPORTUNITIES CONTACT
events@abn360.com



10th

AABLA

ALL AFRICA BUSINESS LEADERS AWARDS



AFRICA'S LARGEST BUSINESS AWARDS, NOW CELEBRATES ITS 10TH YEAR ANNIVERSARY!

The All Africa Business Leaders Awards in partnership with CNBC Africa remain Africa's largest single-business awards. Celebrating ten incredible years as the continent's leading business recognition, the All Africa Business Leaders Awards [AABLA] in Partnership with CNBC Africa will host its Grand Finale at the Sun City Superbowl on 3 June 2022.

The AABLA have been telling an African story of perseverance, success, innovation, and accountability for the past nine years. Now in their tenth year, the awards have become synonymous with recognizing the best in business leadership on the African continent, and they continue to grow in boldness and stature.

TABLE BOOKINGS NOW OPEN

Book your place alongside the continent's business elite, network and entertain your clients in comfort and style at the All Africa Business Leaders Awards exclusive gala dinner.

R50 000 Table of 10 Prime seats

SUN CITY SUPERBOWL, SOUTH AFRICA | 3 JUNE 2022 | 18H30

CONTACT EVENTS@ABN360.COM FOR BOOKINGS | #AABLA10 @AABLAWARDS



NOMINATIONS OPEN 1 APRIL 2022

Young Business Leader of the Year Award

Business Woman of the Year Award

Innovator of the Year Award

AABLA Entrepreneur Award 2022

Company of the Year Award

Company of the Year: Global Award

Chief Financial Officer of the Year Award

Business Leader of the Year Award

Philanthropist of the Year Award

African of the Year

Lifetime Achievement Award

Visit www.aablawards.com or email nominations@abn360.com

Nominations close 27 April 2022





BY TSHILIDZI MARWALA

– The writer is the Vice-Chancellor and Principal of the University of Johannesburg

Lessons From Silicon Valley For Africa

IN THE PAST FEW weeks, I accompanied South Africa's Minister of Higher Education, Science and Innovation, Dr Blade Nzimande, to Silicon Valley, the most technologically advanced region globally and home to technological juggernauts such as Alphabet (the parent company of Google), Oracle and HP. We met many dynamic technology leaders, such as the Chairman of Alphabet, John Hennessey, and the Head of Google AI, Jeff Dean. My grandmother, Vho-Tshiane, always said that those who do not learn deserve to be relegated to the dustbin of historical irrelevance. So it was essential for us to learn, lest we cast ourselves into the dustbin of irrelevance.

So what did we learn? Firstly, that networks and connectivity are essential to building an innovative ecosystem. We went to Silicon Valley to study how to turn ideas into products and services. The United Nations Sustainable Development

Goal 17 is on partnerships. We have to build partnerships that span across the globe. For this reason, we shall also be going to China to study another large and vital ecosystem of innovation.

So what is it about partnerships?

An old saying states that “it takes two to tango”. I am not a dancer, and therefore I will not pretend to be an expert on the tango skill, but I do know that it takes society to build a viable system of innovation. So, as we tackle the most pressing global challenges such as climate change, conflict, gender inequality and extreme nationalism, it is essential to note that global problems require international solidarity.

What is the ecosystem of Silicon Valley that is worth noting?

It is primarily anchored at Stanford University but extends to other universities such as the University of California at Berkeley and Caltech. Stanford is so important in this ecosystem that several companies, such as Google, HP, and Yahoo! spun out of Stanford. This ecosystem is linked to the government through the Military-Industrial Complex. It is indirectly internationally linked to universities in China, such as Tsinghua and in India, such as the Indian Institute of Technology. Therefore, it is not surprising that the CEOs of Google, Adobe, Twitter, and Microsoft are all from India.

This ecosystem is nationalistic when it suits it but can be liberally international whenever this is financially convenient.

The second lesson we learned is that excellence is a virtue. Any society that does not value excellence is doomed to fail spectacularly. The people in this ecosystem are the best in their countries. We met brilliant PhD students from Nigeria and Togo, a post-doctoral fellow from Limpopo, South Africa and a famous professor, who builds computer chips with neurons similar to our brains, from Ghana.

The intellectual property (IP) produced by these researchers will only go to Nigeria, Togo, Ghana and South Africa as finished products to be sold. The lesson we can learn in Africa is that we should seek and welcome excellent immigrants.

The third lesson we learn is that the industry-academia relationship should be seamless. Top academics should be in our industries as a matter of course and not an exception. Industry and academia should be a single system with people, ideas and capital flowing seamlessly to create mutual value. As a consequence of this, no wonder Stanford University has an endowment of over \$40 billion, which is more than 10 times the combined budgets of South Africa's 26 universities.

The fourth lesson we learned is that government is essential. With the fall of the Soviet Union came an economic paradigm that stated that government should stay away from the economy. In the USA, the Republican Party even advocates for a smaller government. But if we look at the successes of China, where the state's role in the economy is significant, it is evident that the state is a vital factor. To be more precise, the state must be capable and should know its limitations and capabilities. What distinguishes China from the rest is that the state attracts the most qualified talent. Accordingly, President Xi Jinping and the bulk of his cabinet are engineers.

Given all these lessons, we can build a vibrant innovation ecosystem. However, we need forward-looking governments that understand the relationship between government, industry, and universities to achieve this.

Furthermore, we need to create a culture of excellence that appreciates the necessity of top talent in government, universities and industries. 

DStv

Channel 410



FIRST IN BUSINESS WORLDWIDE.

**CNBC AFRICA IS AFRICA'S LEADING BUSINESS
AND FINANCIAL NEWS CHANNEL, PROVIDING YOU WITH
A UNIQUE BLEND OF INTERNATIONAL, PAN-AFRICAN
BUSINESS AND ECONOMIC NEWS 24 HOURS A DAY.**

JOIN THE CONVERSATION



@CNBCAfrica

Visit: www.cnbcafrica.com

AN **ABN** COMPANY

LES BOUQUETS
CANAL+
channel 169

 **StarTimes**
channel 309

 **YouTube**

A Tropical Sliver In Namibia

Lily-covered wetlands, magnificent baobab trees and lush wildlife awaited at the Caprivi Strip for this writer, who traveled by boat amongst elephants, hippos and crocodiles.

WORDS AND PHOTOS BY
RAMDAS IYER

THE CAPRIVI STRIP, A THIN SLIVER OF LAND 240 miles long and 20 miles wide, is perhaps one of the most fascinating regions in southern Africa with a rich past and seven distinct ethnic people.

Early traders and explorers like David Livingstone entered the eastern Zambesi River region through the Impalila Island near the Victoria Falls. The western end of the strip was an entry point for Portuguese slave traders arriving from the Atlantic ocean on their way to Angola.

Traveling west from Victoria Falls, my trip through the strip was one of amazing discoveries. Despite the Chinese-built Trans-Caprivi Road which was changing a way of life that had remained idyllic for centuries, I was able to discover unique vernacular architecture, craftsmanship and much to my amazement, intact lush wildlife corridors. While Caprivi's history attracted me to the strip, my personal journey was dominated by the joy of appreciating the diversity of nature in a unique riverine setting of the Zambezi and Kwando Rivers. I fell in love with the location of the Kwando lodge situated in 550,000 acres of remote African wilderness giving me unexpected proximity to hippos and elephants.

All night long, the hippos below my room, which stood on stilts on the riverbank, kept me awake with their constant feeding and grunting. The elephants were not too far off, making rustling noises while walking through the tall grass along the banks, trumpeting their annoyance at rival groups. As a wildlife photographer, I had the joy of photographing a pack of painted dogs sauntering over a long distance in the savannahs and the Kalahari woodlands of the Bwabwata National Park until they took down a lechwe antelope with the precision of a killing machine.

While such sights are not so uncommon in other parts of southern Africa, the unique landscape of lily-covered wetlands, magnificent baobab trees and abundant wildlife serve as everlasting memories.

Determined as part of the exchange between the German and British Empires, the Caprivi Strip was designed to provide German Southwest Africa (1884-1915), now Namibia, access to the trade and traffic on the east-west course of the Zambezi River.



The world-famous Okavango Delta depends on the water fed by the Cubango, Kwando and Cuito Rivers that originate from the Angolan highlands, passing through the Caprivi Strip on its way to the inland Delta in Botswana. Here, I was traveling by boat and canoe amongst elephants, hippos and large crocodiles that live on the banks of these waters. Unfortunately, wildlife and human conflict is rife in the area creating the need for NGO and governmental interventions in livestock and wildlife management. **F**

AFRICA Forbes

SUBSCRIBE NOW



Subscribing In Your Region

**WEST AFRICA SUBSCRIPTIONS,
PLEASE CONTACT:**

PATRICK OMITOKI
EMAIL: patrick.omitoki@abn360.com
TEL: +234 1 279 8034/5

**SOUTH AFRICA, SADC AND
REST OF THE WORLD
SUBSCRIPTIONS, PLEASE CONTACT:**

IRENE JAYES
EMAIL: irene@isizwedistributors.co.za
TEL: +2765 526 9117

Rates For Annual Subscription

SOUTH AFRICA	ZAR 225 (for 6 issues)
REST OF AFRICA	ZAR 595 (for 6 issues)
WEST AFRICA	NGN 9,240
REST OF THE WORLD	ZAR 800 (for 6 issues)

4 Ways To Subscribe

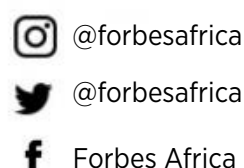
WHATSAPP/ SMS/ CALL:
TEL: +2765 526 9117

FAX:
FAX: +2786 747 4644

EMAIL:
irene@isizwedistributors.co.za

VISIT:
www.forbesafrica.com

Follow Us On Social Media:



**FOR DIGITAL
SUBSCRIPTIONS
PLEASE VISIT:**

MAGZTER

www.magzter.com

ZINIO

www.zinio.com



**Transnational
Academic
Group**

GHANA LTD.

**Lancaster
University** 
Ghana



Get a British Degree from *Lancaster University Ghana*

Undergraduate | Postgraduate | English Proficiency Programme | Foundation

*The only British University Campus in West Africa.
Scholarships Available.*

Lancaster University Ghana is a partnership between TAG Ghana and Lancaster University (UK).



Ghana: +233 (0) 2454 61209 | admissions@lancaster.edu.gh

Nigeria: +234 (0) 706 817 9657 | nigeria@lancaster.edu.gh

www.lancaster.edu.gh